

ADV # ADV. NAME POLI/B OBAMA/D/ERE/US REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN  
 3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388 CLASS: NATL. LOCAL REGIONAL  
 PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT10/12 13.12

REF: MAKEGOOD  
 SPOTS CANCELED ON LN'S 21,27,29,32,37,58  
 LN'S 77-85 ADDED  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21	S		800P-900P	30		\$3,400.00	10/5	10/5	0		FRI	0
21	S		800P-900P	30		\$3,400.00	10/19	10/19	1		FRI	1
21	S		800P-900P	30		\$3,400.00	11/2	11/2	1		FRI	1

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1537  
 AGENCY PRODUCT CODE = 101

PROGRAM : WHITNEY/COMMUNITY  
 CON COM1: WHITNEY/COMMUNITY

10/16/12 FCC (5)

FAX# 703-516-9680  
OCT10/12 13.12  
HARRIS REPORT FROM REP  
\*\*\* WFLA-TV \*\*\*  
\*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	ES		600P-630P	30		\$700.00	10/6	10/6	1		SAT	1
27	ES		600P-630P	30		\$700.00	10/13	10/13	0		SAT	0
27	ES		600P-630P	30		\$700.00	10/20	10/20	0		SAT	0
27	ES		600P-630P	30		\$700.00	10/27	10/27	1		SAT	1
27	ES		600P-630P	30		\$700.00	11/3	11/3	0		SAT	0
PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/												
29	ES		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
29	ES		700P-800P	30		\$650.00	10/13	10/13	1		SAT	1
29	ES		700P-800P	30		\$650.00	10/20	10/20	1		SAT	1
29	ES		700P-800P	30		\$650.00	10/27	10/27	1		SAT	1
29	ES		700P-800P	30		\$650.00	11/3	11/3	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
32	ES		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
32	ES		1000A-1100A	30		\$1,400.00	10/14	10/14	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	10/21	10/21	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	10/28	10/28	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	11/4	11/4	1		SUN	1
PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS												

REF HEADLINE# 2296328 TRF# E:120904  
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP OCT10/12 13.12  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	MOD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
37	ES		700P-900P	30		\$1,700.00	10/7	10/7	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/14	10/14	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/21	10/21	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/28	10/28	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	11/4	11/4	0		SUN	0
PROGRAM : DATELINE CON COM1: DATELINE												
58	S		600A-700A	30		\$900.00	10/8	10/8	0		MON	0
58	S		600A-700A	30		\$900.00	10/22	11/5	1		MON	3
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												
77	A		800P-900P	30		\$2,940.00	10/11	10/11	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1: 30 ROCK/UP ALL NIGHT												
78	A		800P-900P	30		\$3,400.00	10/12	10/12	1		FRI	1
PROGRAM : GRIMM CON COM1: GRIMM												
79	A		1000P-1100P	30		\$3,000.00	10/12	10/12	1		FRI	1
PROGRAM : DATELINE CON COM1: DATELINE												
80	A		900P-1000P	30		\$3,600.00	10/17	10/17	1		WED	1
PROGRAM : SVU CON COM1: SVU												
81	A		800P-900P	30		\$2,940.00	10/18	10/18	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1: 30 ROCK/UP ALL NIGHT												

1  
 UNWICK DATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
82	A		900P-1000P	30		\$4,800.00	10/18	10/18	1		THU	1
PROGRAM : OFFICE/PARKS AND REC												
CON COM1: OFFICE/PARKS AND REC												
83	A		1000P-1100P	30		\$3,200.00	10/18	10/18	1		THU	1
PROGRAM : ROCKCENTER												
CON COM1: ROCKCENTER												
84	A		900A-900A	30		\$1,100.00	10/14	10/14	1		SUN	1
PROGRAM : TD - SUN												
CON COM1: TD - SUN												
85	A		530A-600A	30		\$470.00	10/10	10/12	1		W-F	1
PROGRAM : AM NEWS												
CON COM1: AM NEWS												
OCT/12			539115.00			NOV/12						
												CONTRACT TOTAL 707180.00
												TOTAL SPOTS 612

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ESTIMATED  
 SVC. NSI BOOKS- OCT/PJ  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	704480	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30 Comme	Nbr of Spots Closed PR			4 2			6	
12	M-F 530a News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	2					2	
13	M-F 530a News .TWTF..	06		30 Comme	Nbr of Spots Closed PR			4			4	
15	M-F 6p News .TWTF..	06		30 Comme	Nbr of Spots Closed PR			3 4			7	
17	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	06		30 Comme	Nbr of Spots Closed PR				1		1	
18	M-F 7p News .TWTF..	06		30 Comme	Nbr of Spots Closed PR			1	1		2	
20	M-F 730p Entertainment Tonight .TWTF..	06		30 Comme	Nbr of Spots Closed PR			4 2			6	
22	M-Th, Su 430a News	06	25	30 Comme	Nbr of Spots	4	4	4	4	4	20	500
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

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Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	Fri 9p ET / 8p CT Grimm .....F..	06		30 Comme		1					1	
27	Fri 9p ET / 8p CT Grimm ....F..	06		30 Comme				1			1	
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06		30 Comme				1				
43	Sun 7p ET / 6p CT Football Night in America .....S	06		30 Comme		1	1	1	1		4	
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06		30 Comme								
47	M-Su 11p News .TWTFS.	06		30 Comme		1	1	1			3	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme			2	3			5	
66	M-F 530a News M.....	06		30 Comme			1	1			2	
68	M-F 6p News M.....	06		30 Comme			1	1			2	
Weekly Totals:					96	127	122	119	119	28	609	
Total Spots(Ord Spots)					2	8	21	26	1		58	
Closed PR												

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<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est/PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
71	M-F 630p ET / 530p CT NBC Nightly News	06		30		1		1			2	
	M.....			Comme								
				Nbr of Spots								
				Closed PR								
74	M-F 730p Entertainment Tonight	06		30			1	1			2	
	M.....			Comme								
				Nbr of Spots								
				Closed PR								
76	M-Th, Su 430a News	06	25	30		1	1	1	1	1	5	125
	M.....			Comme								
				Nbr of Spots								
77	M-Su 11p News	06		30								
	M.....			Comme								
				Nbr of Spots								
				Closed PR								
84	M-Th, Su 430a News	06	25	30						1	1	25
	M.....			Comme								
				Nbr of Spots								
85	M-F 1p Days Of Our Lives	03	400	30	2	2	2	2	2		10	4000
	TWTF..			Comme								
				Nbr of Spots								
86	M-F 10a News	03	160	30	4	4	4	4	4		20	3200
	TWTF..			Comme								
				Nbr of Spots								
87	M-F 1135p ET / 1035p CT Tonight Show	03	650	30	4	4	4	4	4		20	13000
	TWTF..			Comme								
				Nbr of Spots								
88	M-F 11a Daytime	03	160	30	4	4	4	4	4		20	3200
	TWTF..			Comme								
				Nbr of Spots								
89	M-F 12p Today Show III	03	200	30	4	4	4	4	4		20	4000
	TWTF..			Comme								
				Nbr of Spots								
<b>Weekly Totals: Total Spots(Ord Spots)</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

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Original

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Buyer:		Client/Product/Estimate:	95 / 01 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
90	M-F 2p Rachael Ray TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4		20	5000
91	M-F 3p Doctors TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
92	M-F 4p Dr Oz TWTF..	03	600	30 Comme	Nbr of Spots	4	4	4	4	4		20	12000
93	M-F 5a News TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4		20	3000
94	M-F 5p News TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4		20	18000
95	M-F 530a News TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4		19	8930
96	M-F 530p News TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4		20	18000
97	M-F 6p News TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4		20	24000
98	M-F 6a News TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2		10	7000
99	M-F 630p ET / 530p CT NBC Nightly News TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4		20	100000
<b>Weekly Totals: Total Spots(Ord Spots)</b>						96	127	122	119	119	26	609	
<b>Closed PR</b>						2	8	21	26	1		58	



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Original

Client: Barack Obama/ D/ President  
Buyer: Barack Obama/ D/ President  
Schedule Dates: 10/01/12 to 11/11/12  
Est./PO Number: 06296388  
Associated Copies: No  
Submission Cost: 704480  
Client/Product/Estimate: 95 / 101 / 1537  
Weeks: 6  
Contract type: Political  
Campaign Ref: E:120904026  
Sales Rep: HRP Washington, DC  
Order Ref: 06296388  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
100	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
101	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots 4	4	4	4	4		20	18000
102	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
103	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots 4	4	4	4	4		20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots Closed PR 1		1			1	1	3400
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots Closed PR 1						2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1	1			1		2	7200
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme	Nbr of Spots 1	1	1		1	1	4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme	Nbr of Spots 1				1		1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live	03	1200	30	Nbr of Spots 1	1	1	1	1		5	6000
Weekly Totals: (Total Spots(Ord Spots))					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

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PHONE (813) 228-8866

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 704480	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
110	Sat 12p News .....S.	03	150	30 Comme	1	1	1	1	1		5	750
111	Sat 6p News .....S.	03	700	30 Comme	1			1			2	1400
112	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1			1			2	10000
113	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme		1	1	1	1		4	2600
114	Sat 7a Today Show .....S.	03	500	30 Comme	2	2	2	2	2		10	5000
115	Sat 9a News .....S.	03	300	30 Comme	1	1	1	1	1		5	1500
117	Sun 12p News .....S	03	150	30 Comme	1	1	1	1	1		5	750
118	Sun 6p News .....S	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly News .....S	01	5000	30 Comme	1	1	1	1	1		5	25000
120	Sun 7p ET / 6p CT Football Night In .....S	03	3400	30 Comme	1	1	1	1	1		5	17000
<b>Weekly Totals:</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
121	America .....S Sun 8a Today Show	03	500	30 Comme	1	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	1	1	1	1	1		5	50000
123	Sun 9a News .....S	03	300	30 Comme	1	1	1	1	1		5	1500
124	M-Su 11p News .TWTFS.	03	1250	30 Comme	4	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood T.....	03	3600	30 Comme	1			1	1		3	10800
126	Tue 8p ET / 7p CT Voice T....	03	9000	30 Comme	1		1		1		3	27000
127	Wed 10p ET / 9p CT Chicago Fire .W...	03	3600	30 Comme		1	1		1		3	10800
128	Wed 9p ET / 8p CT Law & Order SVU .W...	03	3600	30 Comme		1		1			2	7200
129	M-F 10a News M....	03	160	30 Comme		1	1	1	1	1	5	800
	M-F 1135p ET / 1035p CT Tonight											
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

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130	Show	03	650	30	Nbr of Spots	1	1	1	1	1	5	3250
	M....			Comme								
131	M-F 11a Daytime	03	150	30	Nbr of Spots	1	1	1	1	1	5	800
	M....			Comme								
132	M-F 12p Today Show III	03	200	30	Nbr of Spots	1	1	1	1	1	5	1000
	M....			Comme								
133	M-F 2p Rachael Ray	03	250	30	Nbr of Spots	1	1	1	1	1	5	1250
	M....			Comme								
134	M-F 3p Doctors	03	450	30	Nbr of Spots	1	1	1	1	1	5	2250
	M....			Comme								
135	M-F 4p Dr Oz	03	600	30	Nbr of Spots	1	1	1	1	1	5	3000
	M....			Comme								
136	M-F 5a News	03	150	30	Nbr of Spots	1	1	1	1	1	5	750
	M....			Comme								
137	M-F 5p News	03	900	30	Nbr of Spots	1	1	1	1	1	5	4500
	M....			Comme								
138	M-F 530a News	01	470	30	Nbr of Spots	1	1	1	1	1	5	2350
	M....			Comme								
139	M-F 530p News	03	900	30	Nbr of Spots	1	1	1	1	1	5	4500
	M....			Comme								
140	M-F 6p News	03	1200	30	Nbr of Spots	1	1	1	1	1	5	6000
	M....			Comme								
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: "	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
141	M-F 6a News	02		30								
	M.....			Comme		1					1	
				Nbr of Spots								
				Closed PR								
142	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	1	1	1	5	25000
	M.....			Comme								
				Nbr of Spots								
143	M-F 7p News	03	1000	30		1	1	1	1	1	5	5000
	M.....			Comme								
				Nbr of Spots								
144	M-F 7a Today Show	03	900	30		1	1	1	1	1	5	4500
	M.....			Comme								
				Nbr of Spots								
145	M-F 730p Entertainment Tonight	03	1000	30		1	1	1	1	1	5	5000
	M.....			Comme								
				Nbr of Spots								
146	M-F 9a Today Show II	03	550	30		1	1	1	1	1	5	2750
	M.....			Comme								
				Nbr of Spots								
147	M-Su 11p News	03	1250	30		1	1	1	1	1	5	6250
	M.....			Comme								
				Nbr of Spots								
148	M-F 12p Today Show III	03	200	30						1	1	200
	.T.....			Comme								
				Nbr of Spots								
149	M-F 4p Dr Oz	03	600	30						1	1	600
	T.....			Comme								
				Nbr of Spots								
150	M-F 5p News	03	900	30						1	1	900
	T.....			Comme								
				Nbr of Spots								
Weekly Totals:					96	127	122	119	119	26	609	
Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	28	1		58	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	704480	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
151	M-F 7a Today Show T....	03	900	30 Nbr of Spots						1	1	900
152	M-F 9a Today Show II T....	03	550	30 Nbr of Spots						1	1	550
153	Sun 10a Meet The Press .....S	03	1400	30 Nbr of Spots		1	1	1	1		4	5600
154	Tue 8p ET / 7p CT Voice T....	06	4500	30 Nbr of Spots		1					1	4500
155	Wed 8-9p ET / 7-8p CT Animal Practice/ Guys W Kids ..W....	03	3400	30 Nbr of Spots		2					2	6800
156	Sat 8p ET / 7p CT Revolution .....S.	03	1200	30 Nbr of Spots		1	1				2	2400
157	Sat 9p ET / 8p CT Chicago Fire .....S.	03	1300	30 Nbr of Spots		1					1	1300
158	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night ...T....	03	2940	30 Nbr of Spots		1	1				2	5880
159	Fri 8p ET / 7p CT Grimm ....F..	03		30 Nbr of Spots		1					1	
160	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	03	3000	30 Nbr of Spots		1					1	3000
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 804 Issue 5



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 704480	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> Barack Obama/ D/ President	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
161	Wed 9p ET / 8p CT Law & Order SVU W...	03	3600	30 Comme			1				1	3600
162	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation T...	02	4800	30 Comme			1				1	4800
163	Thu 10p ET / 9p CT Rock Center T...	03	3200	30 Comme			1				1	3200
164	Sun 8a Today Show S	01	1100	30 Comme		1					1	1100
165	M-F 530a News TF..	01	470	30 Comme		1					1	470
166	Fri 8p ET / 7p CT The Voice F..	03	3400	30 Comme		1					1	3400
167	Fri 8p ET / 7p CT Grimm F..	03	3400	30 Comme		1					1	3400
<b>Weekly Totals: Total Spots (Ord Spots)</b>					96	127	122	119	119	26	609	
<b>Closed PR</b>					2	8	21	26	1		58	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/15/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/08/12	Closed Pre Emption	1,200.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
104	Fri 8-9p ET / 7-8p CT Whitney / Community	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
141	M-F 6a News	:30 Commercial	10/08/12	Closed Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026
153	Sun 10a Meet The Press	:30 Commercial	10/15/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120904026
159	Fri 8p ET / 7p CT Grimm	:30 Commercial	10/01/12	Closed Pre Emption	1,400.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4	
Totals		10/01	10/08	10/15	10/22	10/29	11/05
Spots	609	96	127	122	119	116	26
Cost	704480	106510	153515	146815	131375	138275	27990

Grand Totals:

Spots:

609



Gross Total:	704,480.00
Commission:	105,672.00
Net Total:	598,808.00

REP HEADLINE# 0296388 TRF# E:120904  
 \$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP OCT8/12 15.47  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/E OBAMA/L/PRE/US  
 AGY # AGY. NAME GREEK, MARGOLIS, MITCHELL  
 3050 K ST NW,  
 WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #  
 BUYER NAME KATIE KEULEMAN  
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 15.47

REP: MAKEGOOD  
 SPOTS CANCELED ON LN'S 28  
 LN'S 72-76 ADDED  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA

AGENCY ADVERTISER CODE = 95  
 AGENCY PRODUCT CODE = 101  
 AGENCY EST# = 1537

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	ES		630P-700P	30		\$5,000.00	10/6	10/6	1		SAT	1
28	ES		630P-700P	30		\$5,000.00	10/13	10/13	0		SAT	0
28	ES		630P-700P	30		\$5,000.00	10/20	10/20	0		SAT	0
28	ES		630P-700P	30		\$5,000.00	10/27	10/27	1		SAT	1
28	ES		630P-700P	30		\$5,000.00	11/3	11/3	0		SAT	0

PROGRAM : NBC NEWS

3/16/12

CON COM1: REC NEWS

72	A	800P-900P	30	\$4,500.00	10/9	10/9	1	TUE	1
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PROGRAM : VOICE  
CON COM1: VOICE

73	A	800P-900P	30	\$3,400.00	10/10	10/10	2	WED	2
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PROGRAM : ANIMAL PRACTICE/GUYS W/ KIDS  
CON COM1: ANIMAL PRACTICE/GUYS W/ KIDS

74	A	800P-900P	30	\$1,200.00	10/13	10/13	1	SAT	1
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PROGRAM : REVOLUTION  
CON COM1: REVOLUTION

75	A	900P-1000P	30	\$1,300.00	10/13	10/13	1	SAT	1
----	---	------------	----	------------	-------	-------	---	-----	---

PROGRAM : CHICAGO FIRE  
CON COM1: CHICAGO FIRE

76	A	800P-900P	30	\$1,200.00	10/20	10/20	1	SAT	1
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PROGRAM : REVOLUTION  
CON COM1: REVOLUTION

OCT/12 535015.00 NOV/12 172165.00

CONTRACT TOTAL 707180.00  
TOTAL SPOTS 620

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI BOOKS- OCT/PJ  
DEMOS- RA35+\*

MCD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30	Nbr of Spots			4	2			6	
				Comme	Closed PR								
12	M-F 530a News .TWTF..	06		30	Nbr of Spots		2					2	
				Comme	Closed PR								
13	M-F 530a News .TWTF..	06		30	Nbr of Spots				4			4	
				Comme	Closed PR								
15	M-F 6p News .TWTF..	06		30	Nbr of Spots			3	4			7	
				Comme	Closed PR								
17	M-F 830p ET / 530p CT NBC Nightly News .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR				1			1	
18	M-F 7p News .TWTF..	06		30	Nbr of Spots					1		2	
				Comme	Closed PR								
20	M-F 730p Entertainment Tonight .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR			4	2			6	
Weekly Totals: Total Spots(Ord Spots)						98	123	118	120	120	27	606	
Open PR						-2	-1					-3	-5700
Closed PR						6	20	26	1			53	

Greer Margolis Mitchell  
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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120804026
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
22	M-Th, Su 430a News TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4	20	500
26	Fri 9p ET / 8p CT Grimm ...F.	06		30 Comme	Nbr of Spots		1				1	
27	Fri 9p ET / 8p CT Grimm ...F.	06		30 Comme	Nbr of Spots				1		1	
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06		30 Comme	Nbr of Spots				1		1	
43	Sun 7p ET / 6p CT Football Night In America .....S	06		30 Comme	Nbr of Spots		1	1	1	1	4	
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06		30 Comme	Nbr of Spots		1	1	1		3	
47	M-Su 11p News TWTFS.	06		30 Comme	Nbr of Spots			2	3		5	
58	M-F 1135p ET / 1035p CT Tonight Show M....	06		30 Comme	Nbr of Spots			1	1		2	
66	M-F 530a News	06		30	Nbr of Spots							
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

**Barack Obama/ D/ President**  
**Submission Number 801 Issue 3**



**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Barack Obama/ D/ President	<b>Submission Cost:</b>	681730	<b>Campaign Ref:</b>	E.120904026
<b>Buyer:</b>	...	<b>Client/Product/Estimate:</b>	95 /101 /1537	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 11/11/12	<b>Weeks:</b>	6	<b>Order Ref:</b>	06296388
<b>Est./PO Number:</b>	06296388	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
	M.....					Comme	Closed PR				1			1	
68	M-F 6p News	06				30	Nbr of Spots								
	M.....					Comme	Closed PR			1	1			2	
71	M-F 630p ET / 530p CT NBC Nightly News	06				30	Nbr of Spots								
	M.....					Comme	Closed PR		1		1			2	
74	M-F 730p Entertainment Tonight	06				30	Nbr of Spots								
	M.....					Comme	Closed PR			1	1			2	
76	M-Th, Su 430a News	06			25	30	Nbr of Spots		1	1	1	1	1	5	125
	M.....					Comme									
77	M-Su 11p News	06				30	Nbr of Spots							1	
	M.....					Comme	Closed PR			1					
84	M-Th, Su 430a News	06			25	30	Nbr of Spots						1	1	25
	M.....					Comme									
85	M-F 1p Days Of Our Lives	03			400	30	Nbr of Spots	2	2	2	2	2	2	10	4000
	TWTF..					Comme									
86	M-F 10a News	03			160	30	Nbr of Spots	4	4	4	4	4	4	20	3200
	TWTF..					Comme									
87	M-F 1135p ET / 1035p CT Tonight Show	03			650	30	Nbr of Spots	4	4	4	4	4	4	20	13000
	TWTF..					Comme									
Weekly Totals:								98	123	118	120	120	27	606	
Total Spots(Ord Spots)								Open PR	-2	-1				-3	-5700
Closed PR									6	20	26	1		53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
88	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
89	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	4	4	4	20	4000
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8630
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
Weekly Totals: Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR					6	20	26	1			53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
98	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2		10	7000
99	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4		20	100000
100	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4		20	20000
101	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4		20	18000
102	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4		20	20000
103	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots	4	4	4	4		20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots	1			1		2	6800
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots	1			1		2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots		1				1	7200
<b>Weekly Totals:</b> Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR					6	20	26	1			53	



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Original

Client: Barack Obama/ D/ President	Submission Cost: 681730	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme		1	1		1	1	4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme					1		1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1200	30 Comme	1	1	1	1	1		5	6000
110	Sat 12p News .....S.	03	150	30 Comme	1	1	1	1	1		5	750
111	Sat 6p News .....S.	03	700	30 Comme	1			1			2	1400
112	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1			1			2	10000
113	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme		1	1	1	1	1	4	2600
114	Sat 7a Today Show .....S.	03	500	30 Comme	2	2	2	2	2		10	5000
115	Sat 9a News .....S.	03	300	30 Comme	1	1	1	1	1	1	5	1500
117	Sun 12p News	03	150	30 Comme	1	1	1	1	1	1	5	750
<b>Weekly Totals:</b>					98	123	118	120	120	27	606	
<b>Open PR</b>					-2	-1					-3	-5700
<b>Closed PR</b>					6	20	26	1			53	

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<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 681730	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est/PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
118	Sun 6p News .....S	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly News .....S	01	5000	30 Comme	1	1	1	1	1		5	25000
120	Sun 7p ET / 6p CT Football Night in America .....S	03	3400	30 Comme	1	1	1	1	1		5	17000
121	Sun 8a Today Show .....S	03	500	30 Comme	1	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	1	1	1	1	1		5	50000
123	Sun 9a News .....S	03	300	30 Comme	1	1	1	1	1		5	1500
124	M-Su 11p News ..TWTF..	03	1250	30 Comme	4	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood ..T....	03	3600	30 Comme	1			1	1		3	10800
126	Tue 8p ET / 7p CT Voice ..T....	03	9000	30 Comme	1		1		1		3	27000
<b>Weekly Totals:</b>					98	123	118	120	120	27	606	
<b>Open PR</b>					-2	-1					-3	-5700
<b>Closed PR</b>						6	20	26	1		53	

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Original

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<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95/101/1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
127	Wed 10p ET / 9p CT Chicago Fire .W....	03	3600	30 Comme		1	1		1		3	10800
128	Wed 9p ET / 8p CT Law & Order SVU .W....	03	3600	30 Comme		1		1			2	7200
129	M-F 10a News M.....	03	160	30 Comme		1	1	1	1	1	5	800
130	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme		1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme		1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme		1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	150	30 Comme		1	1	1	1	1	5	750
<b>Weekly Totals:</b>					98	123	118	120	120	27	606	
<b>Open PR</b>					-2	-1					-3	-5700
<b>Closed PR</b>						6	20	26	1		53	

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<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
137	M-F 5p News	03	900	30		1	1	1	1	1	5	4500
138	M-F 530a News	01	470	30		1	1	1	1	1	5	2350
139	M-F 530p News	03	900	30		1	1	1	1	1	5	4500
140	M-F 6p News	03	1200	30		1	1	1	1	1	5	6000
141	M-F 6a News	02	900	30		1					1	900
142	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	1	1	1	5	25000
143	M-F 7p News	03	1000	30		1	1	1	1	1	5	5000
144	M-F 7a Today Show	03	900	30		1	1	1	1	1	5	4500
145	M-F 730p Entertainment Tonight	03	1000	30		1	1	1	1	1	5	5000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	123	118	120	120	27	606	
<b>Open PR</b>					-2	-1					-3	-5700
<b>Closed PR</b>					6	20	26	1			53	

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<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
146	M-F 9a Today Show II M.....	03	550	30 Comme		1	1	1	1	1	5	2750
147	M-Su 11p News M.....	03	1250	30 Comme		1	1	1	1	1	5	6250
148	M-F 12p Today Show III .T.....	03	200	30 Comme						1	1	200
149	M-F 4p Dr Oz .T.....	03	600	30 Comme						1	1	600
150	M-F 5p News .T.....	03	900	30 Comme						1	1	900
151	M-F 7a Today Show .T.....	03	900	30 Comme						1	1	900
152	M-F 9a Today Show II .T.....	03	550	30 Comme						1	1	550
153	Sun 10a Meet The Press .....S	03	1400	30 Comme		1	1	1	1		4	5600
154	Tue 8p ET / 7p CT Voice .T.....	06	4500	30 Comme			1				1	4500
155	Wed 8-9p ET / 7-8p CT Animal Practice/ Guys W Kids	03	3400	30 Comme		2					2	6800
<b>Weekly Totals:</b> Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est/PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
156	W..			Comme								
	Sat 8p ET / 7p CT Revolution	03	1200	30		1	1				2	2400
	...S.			Comme								
157	Sat 9p ET / 8p CT Chicago Fire	03	1300	30		1					1	1300
	....S.			Comme								

Weekly Totals:												
Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
12	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/15/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night in America	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/29/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	1,675.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
104	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
141	Fri 8-9p ET / 7-8p CT Whitney / Community	:30 Commercial	10/01/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120904026
153	M-F 6a News	:30 Commercial	10/08/12	Open Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026
	Sun 10a Meet The Press	:30 Commercial	10/01/12	Open Pre Emption	900.00	No Makegood / Credit	0000000000	E:120904026
					1,400.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4	
		10/01	10/08	10/15	10/22	10/29	11/05
Spots	606	98	123	118	120	120	27
Cost	687,430	111,310	143,505	132,275	132,275	139,175	28,890

Grand Totals:

Spots:	606
Gross Total:	681,730.00
Commission:	102,259.50
Net Total:	579,470.50

REP HEADLINE# 296388  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP25/12 17.12  
\*\*\* WFLA-TV \*\*\*

AD# # AGV. NAME F.L.I/E OBAMA/L/PRE/US REP.# OFF.# SALESMAN #  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV12/12 WK-6

CITY TAX STATE TAX CO-OF BILLING NEEDED DATE SEP25/12 17.12

REP: REVISION  
RATE CHANGE ON ALL LN'S EXCEPT 37, 64, 71  
NEW TTL \$707,180  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA

\$34,750

2011/09/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1				30		\$400.00	10/2	11/2	2		TU-F	10

PROGRAM : DAYS OF OUR LIVES  
CON COM1: DAYS OF OUR LIVES

9/27/12 FCC (3)



FAX# 703-516-9680  
HARRIS REPORT FROM REP SEP25/12 17.12  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
✓		R	1000A-1030A	30		\$160.00	10/2	11/2	4		TU-F	20
PROGRAM : MIDDAY NEWS												
CON COM1 : MIDDAY NEWS												
✓		R	1135P-1237A	30		\$650.00	10/2	11/2	4		TU-F	20
PROGRAM : THE TONIGHT SHOW												
CON COM1 : THE TONIGHT SHOW												
✓		R	1100A-1200N	30		\$160.00	10/2	11/2	4		TU-F	20
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
✓		R	1200N-100P	30		\$200.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
✓		R	200P-300P	30		\$250.00	10/2	11/2	4		TU-F	20
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
✓		R	300P-400P	30		\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
✓		R	400P-500P	30		\$600.00	10/2	11/2	4		TU-F	20
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
✓		R	500A-530A	30		\$150.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
✓		R	500P-530P	30		\$900.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												



REP HEADLINE# 0230388  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP25/12 17.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	COU	TIME PERIOD	LOT#	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
10	R		500A-1000A	30		\$550.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
21	R		800P-900P	30		\$3,400.00	10/5	10/5	1		FRI	1
21	R		800P-900P	30		\$3,400.00	10/19	10/19	1		FRI	1
21	R		800P-900P	30		\$3,400.00	11/2	11/2	1		FRI	1
PROGRAM : WHITNEY/COMMUNITY CON COM1: WHITNEY/COMMUNITY												
22	R		900P-1000P	30		\$3,400.00	10/12	10/12	1		FRI	1
22	R		900P-1000P	30		\$3,400.00	10/26	10/26	1		FRI	1
PROGRAM : GRIMM CON COM1: GRIMM												
23	R		1000P-1100P	30		\$3,600.00	10/15	10/15	1		MON	1
23	R		1000P-1100P	30		\$3,600.00	10/29	10/29	1		MON	1
PROGRAM : REVOLUTION CON COM1: REVOLUTION												
24	R		800P-1000P	30		\$9,000.00	10/8	11/5	1		MON	5
PROGRAM : THE VOICE CON COM1: THE VOICE												
25	R		1130P-101A	30		\$1,200.00	10/6	11/3	1		SAT	5
PROGRAM : SATURDAY NIGHT LIVE CON COM1: SATURDAY NIGHT LIVE												
26	R		1200N-100P	30		\$150.00	10/6	11/3	1		SAT	5
PROGRAM : NEWSCHANNEL 8 @ 12N CON COM1: NEWSCHANNEL 8 @ 12N												
27	R		600P-630P	30		\$700.00	10/6	11/3	1		SAT	5
PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/												

10/20 - 8-9P

10/13, 10/20, 11/3-11/4 42100

REP HEADLINE# 6296388  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP25/12 17.12  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	R		630P-700P	30		\$5,000.00	10/6	11/3	1		SAT	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
29	R		700P-800P	30		\$650.00	10/6	11/3	1		SAT	5
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
30	R		700A-900A	30		\$500.00	10/6	11/3	2		SAT	10
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
31	R		900A-1000A	30		\$300.00	10/6	11/3	1		SAT	5
PROGRAM : NEWSCHANNEL 8 SATURDAY												
CON COM1: NEWSCHANNEL 8 SATURDAY												
32	R		1000A-1100A	30		\$1,400.00	10/7	11/4	1		SUN	5
PROGRAM : MEET THE PRESS												
CON COM1: MEET THE PRESS												
33	R		1200N-100P	30		\$150.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 @ NOON												
CON COM1: NEWSCHANNEL 8 @ NOON												
34	R		600P-630P	30		\$750.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8/												
CON COM1: NEWSCHANNEL 8/												
35	R		630P-700P	30		\$5,000.00	10/7	11/4	1		SUN	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
36	R		700P-830P	30		\$3,400.00	10/7	11/4	1		SUN	5
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												

10/13, 10/20, 11/3-11/4 \$15,000

10/16-11/4 \$1650

REP HEADLINE# 0296338  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP25/12 17.12  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38	R		800A-900A	30		\$500.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY												
39	R		815P-1130P	30		10000.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY NIGHT FOOTBALL CON COM1: SUNDAY NIGHT FOOTBALL												
40	R		900A-1000A	30		\$300.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 SUNDAY CON COM1: NEWSCHANNEL 8 SUNDAY												
41	R		1100P-1135P	30		\$1,250.00	10/2	11/4	4		TU-SU	20
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												
42	R		1000P-1100P	30		\$3,600.00	10/2	10/2	1		TUE	1
42	R		1000P-1100P	30		\$3,600.00	10/16	10/16	1		TUE	1
42	R		1000P-1100P	30		\$3,600.00	10/30	10/30	1		TUE	1
PROGRAM : PARENTHOOD CON COM1: PARENTHOOD												
43	R		800P-900P	30		\$9,000.00	10/2	10/2	1		TUE	1
43	R		800P-900P	30		\$9,000.00	10/16	10/16	1		TUE	1
43	R		800P-900P	30		\$9,000.00	10/30	10/30	1		TUE	1
PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS												
44	R		1000P-1100P	30		\$3,600.00	10/3	10/3	1		WED	1
44	R		1000P-1100P	30		\$3,600.00	10/17	10/17	1		WED	1
44	R		1000P-1100P	30		\$3,600.00	10/31	10/31	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												

① MIA → mkgd STP 10/23

① MIA → mkgd STP 10/10

FAX# 703-516-9680  
HARRIS REPORT FROM REP SEP25/12 17.12  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
45	R		900P-1000P	30		\$3,600.00	10/10	10/10	1		WED	1
46	R		900P-1000P	30		\$3,600.00	10/24	10/24	1		WED	1
PROGRAM : LAW & ORDER: SVU												
CON COM1: LAW & ORDER: SVU												
47	R		1000A-1030A	30		\$160.00	10/8	11/5	1		MON	5
PROGRAM : MIDDAY NEWS												
CON COM1: MIDDAY NEWS												
48	R		1135P-1237A	30		\$650.00	10/8	11/5	1		MON	5
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
49	R		1100A-1200N	30		\$160.00	10/8	11/5	1		MON	5
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
50	R		1200N-100P	30		\$200.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
51	R		200P-300P	30		\$250.00	10/8	11/5	1		MON	5
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
52	R		300P-400P	30		\$450.00	10/8	11/5	1		MON	5
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
53	R		400P-500P	30		\$600.00	10/8	11/5	1		MON	5
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
54	R		500A-530A	30		\$150.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												

FAX# 703-516-9680  
HARRIS REPORT FROM REP SEP25/12 17.12  
\*CHANGES\* \*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
54	R		500P-530P	30		\$900.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
55	R		530A-600A	30		\$400.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
56	R		530P-600P	30		\$500.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
57	R		600P-630P	30		\$1,200.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNELS												
CON COM1: NEWS CHANNELS												
58	R		600A-700A	30		\$500.00	10/8	10/8	1		MON	1
58	R		600A-700A	30		\$900.00	10/22	11/5	1		MON	3
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
59	R		630P-700P	30		\$5,000.00	10/8	11/5	1		MON	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
60	R		700P-730P	30		\$1,000.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1: NEWSCHANNEL 8 @ 7PM												
61	R		700A-900A	30		\$900.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
62	R		730P-800P	30		\$1,000.00	10/8	11/5	1		MON	5
PROGRAM : EXTRA												
CON COM1: EXTRA												

REP HEADLINE# 6296388  
\$\$\$ MODS : UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CHIEF WORKSHEET HARRIS REPORT FROM REP  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	MOD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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63	R		900A-1000A	30		\$550.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												

65	R		1100P-1135P	30		\$1,250.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												

66	R		1200N-100P	30		\$200.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												

67	R		400P-500P	30		\$600.00	11/6	11/6	1		TUE	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												

68	R		500P-530P	30		\$900.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												

69	R		700A-900A	30		\$900.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

70	R		900A-1000A	30		\$550.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												

OCT/12 930015.00 NOV/12 177165.00  
CONTRACT TOTAL 707180.00  
TOTAL SPOTS 617

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

**Barack Obama/ D/ President**  
Submission Number 783 Issue 2



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8886**

**Original**

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Obama For America	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30	Nbr of Spots							6	
				Comme	Closed PR			4	2				
12	M-F 530a News .TWTF..	06		30	Nbr of Spots		2					2	
				Comme	Closed PR								
13	M-F 530a News .TWTF..	06		30	Nbr of Spots				4			4	
				Comme	Closed PR								
15	M-F 6p News .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR			3	4			7	
17	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR				1			1	
18	M-F 7p News .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR			1	1			2	
20	M-F 730p Entertainment Tonight .TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR			4	2			6	
22	M-Th, Su 430a News	06		25	Nbr of Spots	4	4	4	4	4	4	20	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>						98	118	117	120	120	27	600	
<b>Closed PR</b>							6	20	26	1		53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	TWT..S Fr 9p ET / 8p CT Grimm ...F..	06		30 Comme		1					1	
27	Fr 9p ET / 8p CT Grimm ..F..	06		30 Comme				1			1	
42	Sun 630p ET / 530p CT NBC Nightly News ....S	06		30 Comme				1			1	
43	Sun 7p ET / 6p CT Football Night in America ....S	06		30 Comme		1		1			2	
45	Sun 815p ET / 715p CT NBC Sunday Night Football ....S	06		30 Comme				3			3	
47	M-Su 11p News ..TWTF..	06		30 Comme			2	3			5	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme			1	1			2	
66	M-F 530a News M.....	06		30 Comme				1			1	
68	M-F 6p News M.....	06		30 Comme			1	1			2	
<b>Weekly Totals:</b>					98	118	117	120	120	27	600	
<b>Total Spots(Ord Spots)</b>						6	20	26	1		53	
<b>Closed PR</b>												

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
71	M-F 630p ET / 530p CT NBC Nightly News	06		30	Nbr of Spots							
				Comme	Closed PR	1		1			2	
74	M-F 730p Entertainment Tonight	06		30	Nbr of Spots			1	1		2	
				Comme	Closed PR							
76	M-Th, Su 430a News	06	25	30	Nbr of Spots		1	1	1	1	5	125
				Comme								
77	M-Su 11p News	06		30	Nbr of Spots							
				Comme	Closed PR		1				1	
84	M-Th, Su 430a News	06	25	30	Nbr of Spots					1	1	25
				Comme								
85	M-F 1p Days Of Our Lives	03	400	30	Nbr of Spots	2	2	2	2	2	10	4000
				Comme								
86	M-F 10a News	03	160	30	Nbr of Spots	4	4	4	4	4	20	3200
				Comme								
87	M-F 1135p ET / 1035p CT Tonight Show	03	650	30	Nbr of Spots	4	4	4	4	4	20	13000
				Comme								
88	M-F 11a Daytime	03	160	30	Nbr of Spots	4	4	4	4	4	20	3200
				Comme								
89	M-F 12p Today Show III	03	200	30	Nbr of Spots	4	4	4	4	4	20	4000
				Comme								
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR					6	20	26	1			53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8930
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
98	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2	10	7000
99	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4	20	100000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	118	117	120	120	27	600	
<b>Closed PR</b>					6	20	26	1			53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: .....	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
100	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
101	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots 4	4	4	4	4		20	18000
102	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
103	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots 4	4	4	4	4		20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ....F..	02	3400	30 Comme	Nbr of Spots 1		1		1		3	10200
105	Fri 9p ET / 8p CT Grimm ....F..	03	3400	30 Comme	Nbr of Spots 1			1			2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1				1		2	7200
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme	Nbr of Spots 1		1			1	4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme	Nbr of Spots 1			1			1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1200	30 Comme	Nbr of Spots 1	1	1	1	1		5	6000
Weekly Totals: Total Spots(Ord Spots)					88	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 783 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 672430	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/11/12	<b>Weeks:</b> 6	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
110	Sat 12p News .....S.	03	150	30 Comme	Nbr of Spots	1	1	1	1	1	5	750
111	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1			1		2	1400
112	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	6000	30 Comme	Nbr of Spots	1			1		2	10000
113	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots		1	1	1	1	4	2600
114	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	2	2	2	2	2	10	5000
115	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	1	1	1	1	1	5	1500
116	Sun 10a Meet The Press .....S.	02	1400	30 Comme	Nbr of Spots	1	1	1	1	1	5	7000
117	Sun 12p News .....S.	03	150	30 Comme	Nbr of Spots	1	1	1	1	1	5	750
118	Sun 6p News .....S.	03	750	30 Comme	Nbr of Spots	1	1	1	1	1	5	3750
119	Sun 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	Nbr of Spots	1	1	1	1	1	5	25000
<b>Weekly Totals:</b> Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR					6	20	26	1			53	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
120	Sun 7p ET / 6p CT Football Night In America .....S	03	3400	30 Comme	Nbr of Spots	1	1	1	1		5	17000
121	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	Nbr of Spots	1	1	1	1		5	50000
123	Sun 9a News .....S	03	300	30 Comme	Nbr of Spots	1	1	1	1		5	1500
124	M-Su 11p News .TWTF..	03	1250	30 Comme	Nbr of Spots	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood .T.....	03	3600	30 Comme	Nbr of Spots	1			1		3	10800
126	Tue 8p ET / 7p CT Voice .T.....	03	9000	30 Comme	Nbr of Spots	1		1			3	27000
127	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3600	30 Comme	Nbr of Spots		1	1			3	10800
128	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	3600	30 Comme	Nbr of Spots		1		1		2	7200
129	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots		1	1	1	1	5	800
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: Barack Obama/ D/ President	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
130	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme		1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme		1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme		1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	150	30 Comme		1	1	1	1	1	5	750
137	M-F 5p News M.....	03	900	30 Comme		1	1	1	1	1	5	4500
138	M-F 530a News M.....	01	470	30 Comme		1	1	1	1	1	5	2350
139	M-F 530p News M.....	03	900	30 Comme		1	1	1	1	1	5	4500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	118	117	120	120	27	600	
<b>Closed PR</b>						6	20	26	1		53	



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Barack Obama/ D/ President  
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Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
140	M-F 6p News M.....	03	1200	30 Comme	Nbr of Spots	1	1	1	1	1	5	6000
141	M-F 6a News M.....	02	900	30 Comme	Nbr of Spots	1		1	1	1	4	3600
142	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme	Nbr of Spots	1	1	1	1	1	5	25000
143	M-F 7p News M.....	03	1000	30 Comme	Nbr of Spots	1	1	1	1	1	5	5000
144	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots	1	1	1	1	1	5	4500
145	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme	Nbr of Spots	1	1	1	1	1	5	5000
146	M-F 9a Today Show II M.....	03	550	30 Comme	Nbr of Spots	1	1	1	1	1	5	2750
147	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots	1	1	1	1	1	5	6250
148	M-F 12p Today Show III T.....	03	200	30 Comme	Nbr of Spots					1	1	200
149	M-F 4p Dr Oz T.....	03	600	30 Comme	Nbr of Spots					1	1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					98	118	117	120	120	27	600	
<b>Closed PR</b>					6	20	28	1			53	

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Submission Number 783 Issue 2



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Tampa, FL 33601

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
150	M-F 5p News T.....	03	900	30 Comme	Nbr of Spots					1	1	900
151	M-F 7a Today Show T.....	03	900	30 Comme	Nbr of Spots					1	1	900
152	M-F 9a Today Show II T.....	03	550	30 Comme	Nbr of Spots					1	1	550
Weekly Totals:					Total Spots (Ord Spots)	98	118	117	120	120	27	600
					Closed PR		6	20	26	1		53

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
12	M-F 530a News	30 Commercial	10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	30 Commercial	10/15/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	30 Commercial	10/15/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	30 Commercial	10/08/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	30 Commercial	10/22/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night in America	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/29/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/15/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/01	10/08	10/15	10/22	10/29	11/05		
Spots	600	98	118	117	120	120		27	
Cost	672430	111310	128705	131075	132275	139175		28890	

Grand Totals:

Spots:	600
Gross Total:	672,430.00
Commission:	100,864.50
Net Total:	571,565.50

REP HEADLINE# 6296388  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
AUG23/12 18.47  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,  
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #  
BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV12/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG23/12 18.47

REP: NEW ORDER  
TTL \$299,625 @617X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

\$25,785

9/11/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$200.00	10/2	11/2	2		TU-F	10

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1537

PROGRAM : DAYS OF OUR LIVES  
CON COM1 : DAYS OF OUR LIVES

9/5/12 FCC

(5)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1030A PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$80.00	10/2	11/2	4		TU-F	20
3			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$325.00	10/2	11/2	4		TU-F	20
4			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$80.00	10/2	11/2	4		TU-F	20
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	10/2	11/2	4		TU-F	20
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$125.00	10/2	11/2	4		TU-F	20
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	10/2	11/2	4		TU-F	20
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/2	11/2	4		TU-F	20
9			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/2	11/2	4		TU-F	20
10			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/2	11/2	4		TU-F	20

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530A-600A	30		\$125.00	10/2	10/5	4		TU-F	4
11			530A-600A <i>New</i>	30	3	\$125.00	10/9	10/12	3		TU-F	3
11			530A-600A	30		\$125.00	10/16	11/2	4		TU-F	12
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
12			530P-600P	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
13			600P-630P	30	3	\$600.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
14			600A-700A	30		\$325.00	10/2	10/5	2		TU-F	2
14			600A-700A	30	3	\$325.00	10/9	10/12	2		TU-F	2
14			600A-700A	30		\$325.00	10/16	11/2	2		TU-F	6
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
15			630P-700P	30	3	\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
16			700P-730P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1 : NEWSCHANNEL 8 @ 7PM												
17			700A-900A	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
18			730P-800P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : EXTRA												
CON COM1 : EXTRA												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			900A-1000A	30		\$275.00	10/2	11/2	4		TU-F	20
			PROGRAM : TODAY SHOW 2									
			CON COM1 : TODAY SHOW 2									
20			430A-459A	30		\$25.00	10/2	11/4	4		TU-TH, SU	20
			PROGRAM : NC 8 TODAY AT 430A									
			CON COM1 : NC 8 TODAY AT 430A									
21			800P-900P	30		\$1,700.00	10/5	10/5	1		FRI	1
21			800P-900P	30		\$1,700.00	10/19	10/19	1		FRI	1
21			800P-900P	30		\$1,700.00	11/2	11/2	1		FRI	1
			PROGRAM : WHITNEY/COMMUNITY									
			CON COM1 : WHITNEY/COMMUNITY									
22			900P-1000P	30		\$1,700.00	10/12	10/12	1		FRI	1
22			900P-1000P	30		\$1,700.00	10/26	10/26	1		FRI	1
			PROGRAM : GRIMM									
			CON COM1 : GRIMM									
23			1000P-1100P	30		\$1,800.00	10/15	10/15	1		MON	1
23			1000P-1100P	30		\$1,800.00	10/29	10/29	1		MON	1
			PROGRAM : REVOLUTION									
			CON COM1 : REVOLUTION									
24			800P-1000P	30		\$4,500.00	10/8	11/5	1		MON	5
			PROGRAM : THE VOICE									
			CON COM1 : THE VOICE									
25			1130P-101A	30		\$600.00	10/6	11/3	1		SAT	5
			PROGRAM : SATURDAY NIGHT LIVE									
			CON COM1 : SATURDAY NIGHT LIVE									
26			1200N-100P	30		\$75.00	10/6	11/3	1		SAT	5
			PROGRAM : NEWSCHANNEL 8 @ 12N									
			CON COM1 : NEWSCHANNEL 8 @ 12N									

10/22 8-9P. → WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$350.00	10/6	11/3	1		SAT	5
28			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$1,250.00	10/13, 10/20, 11/3 - 11/4	11/3	1	\$1050	SAT	5
29			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$325.00	10/13, 10/20, 11/3 - 11/4	11/3	1	\$3750	SAT	5
30			700A-900A PROGRAM : SATURDAY TODAY CON COM1 : SATURDAY TODAY	30		\$250.00	10/6	11/3	2		SAT	10
31			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1 : NEWSCHANNEL 8 SATURDAY	30		\$150.00	10/6	11/3	1		SAT	5
32			1000A-1100A PROGRAM : MEET THE PRESS CON COM1 : MEET THE PRESS	30		\$500.00	10/7	11/4	1		SUN	5
33			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1 : NEWSCHANNEL 8 @ NOON	30		\$75.00	10/7	11/4	1		SUN	5
34			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$375.00	10/7	11/4	1		SUN	5
35			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$1,250.00	10/7	11/4	1		SUN	5



LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36			700P-830P	30		\$1,700.00	10/7	11/4	1		SUN	5
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
37			700P-900P	30		\$1,700.00	10/7	11/4	2		SUN	10
PROGRAM : DATELINE												
CON COM1 : DATELINE												
38			800A-900A	30		\$250.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY TODAY												
CON COM1 : SUNDAY TODAY												
39			815P-1130P	30		\$5,000.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY NIGHT FOOTBALL												
CON COM1 : SUNDAY NIGHT FOOTBALL												
40			900A-1000A	30		\$150.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1 : NEWSCHANNEL 8 SUNDAY												
41			1100P-1135P	30		\$625.00	10/2	11/4	4		TU-SU	20
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			1000P-1100P	30		\$1,800.00	10/2	10/2	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			1000P-1100P	30		\$1,800.00	10/16	10/16	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			1000P-1100P	30		\$1,800.00	10/30	10/30	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1 : PARENTHOOD												
43			800P-900P	30		\$1,700.00	10/2	10/2	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1 : THE VOICE RESULTS												
43			800P-900P	30		\$1,700.00	10/16	10/16	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1 : THE VOICE RESULTS												
43			800P-900P	30		\$1,700.00	10/30	10/30	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1 : THE VOICE RESULTS												

417,000

41,500

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
44			1000P-1100P	30		\$1,800.00	10/3	10/3	1	N/A	WED	1
44			1000P-1100P	30		\$1,800.00	10/17	10/17	1		WED	1
44			1000P-1100P	30		\$1,800.00	10/31	10/31	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												
45			900P-1000P	30		\$1,800.00	10/10	10/10	1		WED	1
45			900P-1000P	30		\$1,800.00	10/24	10/24	1		WED	1
PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU												
46			1000A-1030A	30		\$80.00	10/8	11/5	1		MON	5
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
47			1135P-1237A	30		\$325.00	10/8	11/5	1		MON	5
PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW												
48			1100A-1200N	30		\$80.00	10/8	11/5	1		MON	5
PROGRAM : DAYTIME CON COM1: DAYTIME												
49			1200N-100P	30		\$100.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
50			200P-300P	30		\$125.00	10/8	11/5	1		MON	5
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
51			300P-400P	30		\$225.00	10/8	11/5	1		MON	5
PROGRAM : DOCTORS CON COM1: DOCTORS												

41800

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
52			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/8	11/5	1		MON	5
53			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/8	11/5	1		MON	5
54			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/8	11/5	1		MON	5
55			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$125.00	10/8	11/5	1		MON	5
56			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$450.00	10/8	11/5	1		MON	5
57			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$600.00	10/8	11/5	1		MON	5
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/8	10/8	1		MON	1
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/22	11/5	1		MON	3
59			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,000.00	10/8	11/5	1		MON	5
60			700P-730P PROGRAM : NEWSCHANNEL 8 @ 7PM CON COM1: NEWSCHANNEL 8 @ 7PM	30		\$500.00	10/8	11/5	1		MON	5

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
61			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	10/8	11/5	1		MON	5
62			730P-800P PROGRAM : <del>EXTRA</del> CON COM1: EXTRA	30		\$500.00	10/8	11/5	1		MON	5
63			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$275.00	10/8	11/5	1		MON	5
64			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/8	11/5	1		MON	5
65			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$625.00	10/8	11/5	1		MON	5
66			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	11/6	11/6	1		TUE	1
67			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	11/6	11/6	1		TUE	1
68			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	11/6	11/6	1		TUE	1
69			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	11/6	11/6	1		TUE	1

REP HEADLINE# 2296388  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG23/12 18.47  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
70			900A-1000A	30		\$275.00	11/6	11/6	1		TUE	1
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									
71			430A-459A	30		\$25.00	11/6	11/6	1		TUE	1
			PROGRAM : NC 8 TODAY AT 430A									
			CON COM1: NC 8 TODAY AT 430A									
OCT/12			224715.00									
NOV/12			74910.00									
CONTRACT TOTAL												299625.00
TOTAL SPOTS												617

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ

DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 758 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601  
PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
1	M-F 1p Days Of Our Lives TWTF..	06	200	30 Comme	Nbr of Spots	2	2	2	2			10	2000
2	M-F 10a News TWTF..	06	80	30 Comme	Nbr of Spots	4	4	4	4			20	1600
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06	325	30 Comme	Nbr of Spots	4	4	4	4			20	6500
4	M-F 11a Daytime TWTF..	06	80	30 Comme	Nbr of Spots	4	4	4	4			20	1600
5	M-F 12p Today Show III TWTF..	06	100	30 Comme	Nbr of Spots	4	4	4	4			20	2000
6	M-F 2p Rachael Ray TWTF..	06	125	30 Comme	Nbr of Spots	4	4	4	4			20	2500
7	M-F 3p Doctors TWTF..	06	225	30 Comme	Nbr of Spots	4	4	4	4			20	4500
8	M-F 4p Dr Oz TWTF..	06	300	30 Comme	Nbr of Spots	4	4	4	4			20	6000
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		588	
Open PR					-4	-2	-4	-1				-11	-26750

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1010 Wisconsin Ave  
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Barack Obama/ D/ President  
Submission Number 758 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247,150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
9	M-F 5a News TWTF..	06	75	30	Nbr of Spots	4	4	4	4	4			20	1500
10	M-F 5p News TWTF..	06	450	30	Nbr of Spots	4	4	4	4	4			20	9000
11	M-F 530a News TWTF..	06	125	30	Nbr of Spots	4							4	500
12	M-F 530a News TWTF..	06	125	30	Nbr of Spots		3						3	375
13	M-F 530a News TWTF..	06	125	30	Nbr of Spots			4	4	4			12	1500
14	M-F 530p News TWTF..	06	450	30	Nbr of Spots	4	4	4	4	4			20	9000
15	M-F 6p News TWTF..	06	600	30	Nbr of Spots	4	4	4	4	4			20	12000
16	M-F 6a News TWTF..	06	325	30	Nbr of Spots	2	2	2	2	2			10	3250
17	M-F 630p ET / 530p CT NBC Nightly News TWTF..	06	1000	30	Nbr of Spots	4	4	4	3	4			19	19000
18	M-F 7p News TWTF..	06	500	30	Nbr of Spots	4	4	4	4	4			20	10000
<b>Weekly Totals:</b>						98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-4	-1			-11	-28750

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Tampa, FL 33601

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Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
19	M-F 7a Today Show ..TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
20	M-F 730p Entertainment Tonight ..TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
21	M-F 9a Today Show II ..TWTF..	06	275	30 Comme	Nbr of Spots	4	4	4	4	4		20	5500
22	M-Th, Su 430a News ..TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4		20	500
23	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots	1						1	1700
24	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots			1				1	1700
25	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots					1		1	1700
26	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots		1					1	1700
27	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots				1			1	1700
28	Mon 10p ET / 9p CT Revolution ...F..	06	1800	30 Comme	Nbr of Spots			1				1	1800
<b>Weekly Totals:</b>					Total Spots(Ord Spots)	96	116	118	119	120	27	598	
Open PR						-4	-2	-4	-1			-11	-26750



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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
29	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme					1			1	1800
30	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme		1	1		1	1		4	18000
31	Mon 8p ET / 7p CT The Voice M.....	06	4500	30 Comme				1				1	4500
32	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	06	600	30 Comme	1	1	1	1	1			5	3000
33	Sat 12p News .....S.	06	75	30 Comme	1	1	1	1	1			5	375
34	Sat 6p News .....S.	06	350	30 Comme	1			1				2	700
35	Sat 630p ET / 530p CT NBC Nightly News .....S.	04	1250	30 Comme	1			1				2	2500
36	Sat 7p Entertainment Tonight .....S.	06	325	30 Comme		1	1	1	1	1		4	1300
37	Sat 7a Today Show .....S.	06	250	30 Comme	2	2	2	2	2	2		10	2500
38	Sat 9a News .....S.	06	150	30 Comme	1	1	1	1	1	1		5	750
<b>Weekly Totals:</b>					98	116	118	119	120	27		598	
<b>Total Spots (Ord Spots)</b>													
<b>Open PR</b>						-4	-2	-4	-1			-11	-26750

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Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
39	Sun 10a Meet The Press .....S	05	500	30 Comme	Nbr of Spots	1	1	1	1			5	2500
40	Sun 12p News .....S	06	75	30 Comme	Nbr of Spots	1	1	1	1			5	375
41	Sun 6p News .....S	06	375	30 Comme	Nbr of Spots	1	1	1	1			5	1875
42	Sun 630p ET / 530p CT NBC Nightly News .....S	06	1250	30 Comme	Nbr of Spots	1	1	1	1			4	5000
43	Sun 7p ET / 6p CT Football Night In America .....S	06	1700	30 Comme	Nbr of Spots	1	1	1	1			2	3400
44	Sun 8a Today Show .....S	06	250	30 Comme	Nbr of Spots	1	1	1	1			5	1250
45	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	06	5000	30 Comme	Nbr of Spots	1	1	1	1			2	10000
46	Sun 9a News .....S	06	150	30 Comme	Nbr of Spots	1	1	1	1			5	750
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	98	116	118	119	120	27	598	
<b>Open PR</b>						-4	-2	-4	-1			-11	-26750

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Barack Obama/ D/ President  
Submission Number 758 Issue 1



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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est./PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
47	M-Su 11p News ..TWTF..	06	625	30 Comme	Nbr of Spots	4	4	4	4	4		20	12500
48	Tue 10p ET / 9p CT Parenthood .T.....	06	1800	30 Comme	Nbr of Spots	1						1	1800
49	Tue 10p ET / 9p CT Parenthood .T.....	06	1800	30 Comme	Nbr of Spots				1			1	1800
50	Tue 8p ET / 7p CT Voice .T.....	09	1700	30 Comme	Nbr of Spots	1						1	1700
51	Tue 8p ET / 7p CT Voice .T.....	09	1700	30 Comme	Nbr of Spots			1				1	1700
52	Tue 8p ET / 7p CT Voice .T.....	09	1700	30 Comme	Nbr of Spots				1			1	1700
53	Wed 10p ET / 9p CT Chicago Fire ..W....	06	1800	30 Comme	Nbr of Spots			1				1	1800
54	Wed 10p ET / 9p CT Chicago Fire ..W....	06	1800	30 Comme	Nbr of Spots				1			1	1800
55	Wed 9p ET / 8p CT Law & Order SVU ..W....	06	1800	30 Comme	Nbr of Spots		1					1	1800
56	Wed 9p ET / 8p CT Law & Order SVU ..W....	06	1800	30 Comme	Nbr of Spots			1				1	1800
57	M-F 10a News	06	80	30	Nbr of Spots	1	1	1	1	1	1	5	400
<b>Weekly Totals:</b> Total Spots(Ord Spots)					98	116	118	119	120	27		568	
Open PR					-4	-2	-4	-4	-4			-11	-26750

Greer Margolis Mitchell  
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Barack Obama/ D/ President  
Submission Number 758 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06	325	30 Comme		1	1	1	1	1		5	1625
59	M-F 11a Daytime M.....	06	80	30 Comme		1	1	1	1	1		5	400
60	M-F 12p Today Show III M.....	06	100	30 Comme		1	1	1	1	1		5	500
61	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	1	1	1		5	625
62	M-F 3p Doctors M.....	06	225	30 Comme		1	1	1	1	1		5	1125
63	M-F 4p Dr Oz M.....	06	300	30 Comme		1	1	1	1	1		5	1500
64	M-F 5a News M.....	06	75	30 Comme		1	1	1	1	1		5	375
65	M-F 5p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
66	M-F 530a News M.....	06	125	30 Comme		1	1	1	1	1		5	625
67	M-F 530p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
Weekly Totals:					96	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

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Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 758 Issue 1



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
68	M-F 6p News	06	600	30	Nbr of Spots		1	1	1	1	1		5	3000
	M.....			Comme										
69	M-F 6a News	06	325	30	Nbr of Spots		1						1	325
	M.....			Comme										
70	M-F 6a News	06	325	30	Nbr of Spots				1	1	1		3	975
	M.....			Comme										
71	M-F 630p ET / 530p CT NBC Nightly News	06	1000	30	Nbr of Spots			1	1	1	1		4	4000
	M.....			Comme	Nbr of Spots		1						1	1000
					Open Pre-Empted		-1						-1	-1000
72	M-F 7p News	06	500	30	Nbr of Spots		1	1	1	1	1		5	2500
	M.....			Comme										
73	M-F 7a Today Show	06	450	30	Nbr of Spots		1	1	1	1	1		5	2250
	M.....			Comme										
74	M-F 730p Entertainment Tonight	06	500	30	Nbr of Spots		1	1	1	1	1		5	2500
	M.....			Comme										
75	M-F 9a Today Show II	06	275	30	Nbr of Spots		1	1	1	1	1		5	1375
	M.....			Comme										
76	M-Th, Su 430a News	06	25	30	Nbr of Spots		1	1	1	1	1		5	125
	M.....			Comme										
77	M-Su 11p News	06	625	30	Nbr of Spots		1	1	1	1	1		5	3125
	M.....			Comme										
<b>Weekly Totals:</b> Total Spots(Ord Spots)						98	116	118	119	120	27		598	
Open PR							-4	-2	-4	-1			-11	-26750

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 758 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 247,150	<b>Campaign Ref:</b> E:120904026
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1537	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 11/12/12	<b>Weeks:</b> 7	<b>Order Ref:</b> 06296388
<b>Est/PO Number:</b> 06296388	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
78	M-F 12p Today Show III T....	06	100	30 Comme	Nbr of Spots					1		1	100
79	M-F 4p Dr Oz T....	06	300	30 Comme	Nbr of Spots					1		1	300
80	M-F 5p News T....	06	450	30 Comme	Nbr of Spots					1		1	450
81	M-F 7a Today Show T....	06	450	30 Comme	Nbr of Spots					1		1	450
82	M-F 9a Today Show II T....	06	275	30 Comme	Nbr of Spots					1		1	275
83	M-Th, Su 430a News T....	06	25	30 Comme	Nbr of Spots					1		1	25
<b>Weekly Totals:</b>					98	116	118	119	120	27		588	
<b>Total Spots(Ord Spots)</b>						-4	-2	-4	-1			-11	-26750
<b>Open PR</b>													

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Open Pre Emption	1,000.00		0000000000	E:120904026
26	Fa 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Open Pre Emption	1,700.00		0000000000	E:120904026
27	Fa 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Open Pre Emption	1,700.00		0000000000	E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Open Pre Emption	1,250.00		0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/08/12	Open Pre Emption	1,700.00		0000000000	E:120904026
			10/15/12	Open Pre Emption	1,700.00		0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/29/12	Open Pre Emption	1,700.00		0000000000	E:120904026
			10/08/12	Open Pre Emption	5,000.00		0000000000	E:120904026
			10/15/12	Open Pre Emption	5,000.00		0000000000	E:120904026
			10/22/12	Open Pre Emption	5,000.00		0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/08/12	Open Pre Emption	1,000.00		0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4		
		10/01	10/08	10/15	10/22	10/29	11/05	11/12
Spots	Totals	98	116	118	119	120	27	0
Cost		43715	51750	55050	53475	57175	12735	0

Grand Totals:

Spots:

598

Gross Total:

247,150.00

Commission:

37,072.50

Net Total:

210,077.50

**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Barack Obama/ D/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120904026  
WFLA  
INVOICE NUMBER 0100033220  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION			
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 1135p ET / 1035p CT Tonight	325.00	3	6	10/16	TU		30	.00	Preempted	325.00-	
				10/16	TU		30	.00	Preempted	325.00-	
				10/16	TU		30	.00	Preempted	325.00-	
				10/16	TU		30	.00	Preempted	325.00-	
				10/24	WE		30	.00	Preempted	325.00-	
				10/25	TH		30	.00	Preempted	325.00-	
M-F 530a News	125.00	12	2	10/10	WE		30	.00	Preempted	125.00-	
	125.00	13	4	10/12	FR		30	.00	Preempted	125.00-	
				10/23	TU		30	.00	Preempted	125.00-	
				10/24	WE		30	.00	Preempted	125.00-	
				10/25	TH		30	.00	Preempted	125.00-	
				10/26	FR		30	.00	Preempted	125.00-	
M-F 6p News	600.00	15	7	10/16	TU		30	.00	Preempted	600.00-	
				10/16	TU		30	.00	Preempted	600.00-	
				10/16	TU		30	.00	Preempted	600.00-	
				10/23	TU		30	.00	Preempted	600.00-	
				10/23	TU		30	.00	Preempted	600.00-	
				10/24	WE		30	.00	Preempted	600.00-	
				10/25	TH		30	.00	Preempted	600.00-	
M-F 630p ET / 530p CT NBC Nightly News	1000.00	17	1	10/23	TU		30	.00	Preempted	1000.00-	
M-F 7p News	500.00	18	2	10/17	WE		30	.00	Preempted	500.00-	
				10/24	WE		30	.00	Preempted	500.00-	
M-F 730p Entertainment Tonight							30				

\*\*\* Continued \*\*\*

PERIOD COST	637,020.00	463 Total Units	ACTUAL GROSS BILLING	579,145.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	86,871.75	TOTAL RECONCILING	Credits	57,875.00-
			NET DUE	492,273.25			57,875.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Barack Obama/ D/ President  
PRODUCT: Obama For America

INVOICE NUMBER 0100033220  
BROADCAST MONTH 10/01/2012 - 10/28/12  
AMOUNT DUE 492,273.25

REMIT TO:

\*00193

000038634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000038634 00000100033220 049227325 7





# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120904026  
WFLA  
INVOICE NUMBER 0100033220  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
500.00	20	6	10/16	TU		30	.00	Preempted	500.00-
			10/16	TU		30	.00	Preempted	500.00-
			10/16	TU		30	.00	Preempted	500.00-
			10/16	TU		30	.00	Preempted	500.00-
			10/23	TU		30	.00	Preempted	500.00-
			10/26	FR		30	.00	Preempted	500.00-
M-Th, Su 430a News	25.00	22	16						
			10/02	TU	04:42A	30	25.00		
			10/03	WE	04:54A	30	25.00		
			10/04	TH	04:51A	30	25.00		
			10/07	SU	04:58A	30	25.00		
			10/09	TU	04:42A	30	25.00		
			10/10	WE	04:42A	30	25.00		
			10/11	TH	04:41A	30	25.00		
			10/14	SU	04:52A	30	25.00		
			10/16	TU	04:44A	30	25.00		
			10/17	WE	04:53A	30	25.00		
			10/18	TH	04:50A	30	25.00		
			10/21	SU	04:58A	30	25.00		
			10/23	TU	04:43A	30	25.00		
			10/24	WE	04:57A	30	25.00		
			10/25	TH	04:59A	30	25.00		
			10/28	SU	04:57A	30	25.00		
Fri 9p ET / 8p CT Grimm	1700.00	26	1	10/12	FR		.00	Preempted	1700.00-
	1700.00	27	1	10/26	FR		.00	Preempted	1700.00-
Sun 630p ET / 530p CT N8C Nigh	1250.00	42	1	10/28	SU		.00	Preempted	1250.00-
Sun 7p ET / 6p CT Football Nig	1700.00	43	3	10/14	SU		.00	Preempted	1700.00-
			10/21	SU		30	.00	Preempted	1700.00-
			10/28	SU		30	.00	Preempted	1700.00-
Sun 815p ET / 715p CT N8C Sund	5000.00	45	3	10/14	SU		.00	Preempted	5000.00-
			10/21	SU		30	.00	Preempted	5000.00-
			10/28	SU		30	.00	Preempted	5000.00-
M-Su 11p News	625.00	47	5	10/17	WE		.00	Preempted	625.00-
			10/18	TH		30	.00	Preempted	625.00-
			10/23	TU		30	.00	Preempted	625.00-
			10/24	WE		30	.00	Preempted	625.00-
			10/25	TH		30	.00	Preempted	625.00-
M-F 1135p ET / 1035p CT Tonigh	325.00	58	2	10/15	MO		.00	Preempted	325.00-
			10/22	MO		30	.00	Preempted	325.00-
M-F 530a News	125.00	66	1	10/22	MO		.00	Preempted	125.00-

\*\*\* Continued \*\*\*

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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**WFLA-TV**  
**A MEDIA GENERAL STATION**

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV.: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12 E: 120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220  
PAGE BROADCAST MONTH 3 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6p News	600.00	68 2	10/15	MO		*WFLA :30 Commercial	.00	Preempted 600.00-
			10/22	MO			.00	Preempted 600.00-
M-F 630p ET / 530p CT NBC Nightly News	1000.00	71 2	10/08	MO		*WFLA :30 Commercial	.00	Preempted 1000.00-
			10/22	MO			.00	Preempted 1000.00-
M-F 730p Entertainment Tonight	500.00	74 2	10/15	MO		*WFLA :30 Commercial	.00	Preempted 500.00-
			10/22	MO			.00	Preempted 500.00-
M-Th, Su 430a News	25.00	76 3	10/08	MO	04:58A	*WFLA :30 Commercial	25.00	
			10/15	MO	04:58A	OFA12Z140	25.00	
			10/22	MO	04:52A	OFA12P143	25.00	
						OFA12G145	25.00	
M-Su 11p News	625.00	77 1	10/15	MO		*WFLA :30 Commercial	.00	Preempted 625.00-
M-F 1p Days Of Our Lives	400.00	85 8	10/03	WE	01:59P	*WFLA :30 Commercial	400.00	
			10/05	FR	01:59P	OFA12P130	400.00	
			10/10	WE	12:58P	OFA12A133	400.00	
			10/11	TH	12:59P	OFA12A125	400.00	
			10/17	WE	01:30P	OFA12P143	400.00	
			10/19	FR	01:30P	OFA12Z151	400.00	
			10/24	WE	12:58P	OFA12G145	400.00	
			10/25	TH	12:58P	OFA12Z151	400.00	
						OFA12G182	400.00	
M-F 10a News	160.00	86 16	10/02	TU	10:26A	*WFLA :30 Commercial	160.00	
			10/03	WE	10:14A	OFA12P130	160.00	
			10/04	TH	10:25A	OFA12P130	160.00	
			10/05	FR	10:29A	OFA12A133	160.00	
			10/09	TU	10:18A	OFA12A133	160.00	
			10/10	WE	10:24A	OFA12A138	160.00	
			10/11	TH	10:17A	OFA12A125	160.00	
			10/12	FR	10:28A	OFA12P143	160.00	
			10/16	TU	10:29A	OFA12A125	160.00	
			10/17	WE	10:28A	OFA12P143	160.00	
			10/18	TH	10:29A	OFA12Z151	160.00	
			10/19	FR	10:15A	OFA12Z151	160.00	
			10/23	TU	10:28A	OFA12G145	160.00	
			10/24	WE	10:11A	OFA12G145	160.00	
			10/25	TH	10:25A	OFA12G145	160.00	
			10/26	FR	10:28A	OFA12G182	160.00	
M-F 1135p ET / 1035p CT Tonight Show	650.00	87 16	10/02	TU	11:46P	*WFLA :30 Commercial	650.00	
			10/03	WE	12:20A	OFA12P130	650.00	
			10/04	TH	12:08A	OFA12A133	650.00	
			10/05	FR	12:32A	OFA12A133	650.00	
			10/09	TU	12:32A	OFA12A138	650.00	
						OFA12Z141	650.00	

\*\*\* Continued \*\*\*

PERIOD COST	637,020.00	463 Total Units	ACTUAL GROSS BILLING	579,145.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	86,871.75	TOTAL RECONCILING	Credits	57,875.00-
			NET DUE	492,273.25			57,875.00CR

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REP\_: WFLA (Washington Oc)  
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ADV\_: Barack Obama/ O/ President  
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2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120904026  
WFLA  
INVOICE NUMBER 0100033220  
PAGE 4  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 11a Daytime 160.00	88	16	10/10	WE	12:11A	30 OFA12A125	650.00		
			10/11	TH	11:46P	30 OFA12A125	650.00		
			10/12	FR	11:48P	30 OFA12A125	650.00		
			10/18	TH	12:10A	30 OFA12G145	650.00		
			10/18	TH	12:30A	30 OFA12Z151	650.00		
			10/19	FR	12:08A	30 OFA12Z151	650.00		
			10/19	FR	12:30A	30 OFA12G145	650.00		
			10/24	WE	11:56P	30 OFA12G145	650.00		
			10/24	WE	12:08A	30 OFA12Z151	650.00		
			10/25	TH	11:59P	30 OFA12G182	650.00		
			10/25	TH	12:30A	30 OFA12G182	650.00		
						*WFLA :30 Commercial			
			10/02	TU	11:55A	30 OFA12P130	160.00		
			10/03	WE	11:58A	30 OFA12A133	160.00		
			10/04	TH	11:53A	30 OFA12A133	160.00		
M-F 12p Today Show III 200.00	89	8	10/05	FR	11:16A	30 OFA12A138	160.00		
			10/09	TU	11:35A	30 OFA12Z141	160.00		
			10/10	WE	11:58A	30 OFA12P143	160.00		
			10/11	TH	11:32A	30 OFA12A125	160.00		
			10/12	FR	11:43A	30 OFA12P143	160.00		
			10/16	TU	11:37A	30 OFA12A125	160.00		
			10/17	WE	11:35A	30 OFA12Z151	160.00		
			10/18	TH	11:56A	30 OFA12G145	160.00		
			10/19	FR	11:36A	30 OFA12Z151	160.00		
			10/23	TU	11:37A	30 OFA12Z151	160.00		
			10/24	WE	11:08A	30 OFA12Z151	160.00		
			10/25	TH	11:18A	30 OFA12G182	160.00		
			10/26	FR	11:30A	30 OFA12G182	160.00		
						*WFLA :30 Commercial			
			10/02	TU	12:52P	30 OFA12P130	200.00		
M-F 2p Rachael Ray 250.00	90	16	10/03	WE	12:29P	30 OFA12P130	200.00		
			10/04	TH	12:27P	30 OFA12A133	200.00		
			10/05	FR	12:26P	30 OFA12A133	200.00		
			10/09	TU	12:29P	30 OFA12A138	200.00		
			10/10	WE	12:27P	30 OFA12P143	200.00		
			10/11	TH	12:29P	30 OFA12P143	200.00		
			10/12	FR	12:29P	30 OFA12A125	200.00		
						*WFLA :30 Commercial			
			10/02	TU	02:54P	30 OFA12P130	250.00		
			10/03	WE	02:44P	30 OFA12A133	250.00		
			10/04	TH	02:53P	30 OFA12A133	250.00		
			10/05	FR	02:58P	30 OFA12A133	250.00		
			10/09	TU	02:58P	30 OFA12Z141	250.00		
			10/10	WE	02:25P	30 OFA12P143	250.00		
			10/11	TH	02:20P	30 OFA12A125	250.00		
			10/12	FR	02:59P	30 OFA12P143	250.00		
			10/16	TU	02:36P	30 OFA12A125	250.00		

\*\*\* Continued \*\*\*

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, DC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120904026  
WFLA  
INVOICE NUMBER 0100033220  
PAGE 5  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH-M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
			10/17	WE	02:55P	30 OFA12Z151	250.00	
			10/18	TH	02:58P	30 OFA12Z151	250.00	
			10/19	FR	02:32P	30 OFA12G145	250.00	
			10/23	TU	02:26P	30 OFA12Z151	250.00	
			10/24	WE	02:25P	30 OFA12G145	250.00	
			10/25	TH	02:15P	30 OFA12G172	250.00	
			10/26	FR	02:54P	30 OFA12G182	250.00	
M-F 3p Doctors	450.00	91 16				*WFLA :30 Commercial		
			10/02	TU	03:33P	30 OFA12P130	450.00	
			10/03	WE	03:30P	30 OFA12P130	450.00	
			10/04	TH	03:32P	30 OFA12A133	450.00	
			10/05	FR	03:13P	30 OFA12A138	450.00	
			10/09	TU	03:59P	30 OFA12A138	450.00	
			10/10	WE	03:11P	30 OFA12P143	450.00	
			10/11	TH	03:48P	30 OFA12P143	450.00	
			10/12	FR	03:29P	30 OFA12P143	450.00	
			10/16	TU	03:58P	30 OFA12P143	450.00	
			10/17	WE	03:35P	30 OFA12Z151	450.00	
			10/18	TH	03:58P	30 OFA12G145	450.00	
			10/19	FR	03:30P	30 OFA12G145	450.00	
			10/23	TU	03:58P	30 OFA12G145	450.00	
			10/24	WE	03:15P	30 OFA12G145	450.00	
			10/25	TH	03:47P	30 OFA12G182	450.00	
			10/26	FR	03:14P	30 OFA12G172	450.00	
M-F 4p Dr Oz	600.00	92 16				*WFLA :30 Commercial		
			10/02	TU	04:14P	30 OFA12P130	600.00	
			10/03	WE	04:49P	30 OFA12P130	600.00	
			10/04	TH	04:13P	30 OFA12A133	600.00	
			10/05	FR	04:56P	30 OFA12A133	600.00	
			10/09	TU	04:39P	30 OFA12A138	600.00	
			10/10	WE	04:56P	30 OFA12P143	600.00	
			10/11	TH	04:10P	30 OFA12A125	600.00	
			10/12	FR	04:55P	30 OFA12P143	600.00	
			10/16	TU	04:29P	30 OFA12A125	600.00	
			10/17	WE	04:37P	30 OFA12Z151	600.00	
			10/18	TH	04:21P	30 OFA12G145	600.00	
			10/19	FR	04:12P	30 OFA12Z151	600.00	
			10/23	TU	04:55P	30 OFA12G145	600.00	
			10/24	WE	04:55P	30 OFA12Z151	600.00	
			10/25	TH	04:55P	30 OFA12G172	600.00	
			10/26	FR	04:22P	30 OFA12G182	600.00	
M-F 5a News	150.00	93 16				*WFLA :30 Commercial		
			10/02	TU	05:27A	30 OFA12P130	150.00	
			10/03	WE	05:27A	30 OFA12P130	150.00	
			10/04	TH	05:21A	30 OFA12A133	150.00	
			10/05	FR	05:24A	30 OFA12A133	150.00	
			10/09	TU	05:27A	30 OFA12A138	150.00	
*** Continued ***								

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220  
PAGE 6  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5p News	900.00	94 16	10/10 WE 05:20A 30 OFA12P143	150.00	
			10/11 TH 05:10A 30 OFA12P143	150.00	
			10/12 FR 05:11A 30 OFA12P143	150.00	
			10/16 TU 05:28A 30 OFA12A125	150.00	
			10/17 WE 05:20A 30 OFA12Z151	150.00	
			10/18 TH 05:23A 30 OFA12G145	150.00	
			10/19 FR 05:24A 30 OFA12G145	150.00	
			10/23 TU 05:11A 30 OFA12G145	150.00	
			10/24 WE 05:12A 30 OFA12G145	150.00	
			10/25 TH 05:27A 30 OFA12G182	150.00	
			10/26 FR 05:28A 30 OFA12G182	150.00	
			*WFLA :30 Commercial		
			10/02 TU 05:28P 30 OFA12P130	900.00	
			10/03 WE 05:17P 30 OFA12A133	800.00	
			10/04 TH 05:24P 30 OFA12A133	900.00	
			10/05 FR 05:15P 30 OFA12A133	900.00	
M-F 530a News	470.00	95 15	10/09 TU 05:13P 30 OFA12Z141	900.00	
			10/10 WE 05:13P 30 OFA12A125	900.00	
			10/11 TH 05:29P 30 OFA12P143	900.00	
			10/12 FR 05:28P 30 OFA12P143	900.00	
			10/16 TU 05:23P 30 OFA12P143	900.00	
			10/17 WE 05:11P 30 OFA12Z151	900.00	
			10/18 TH 05:21P 30 OFA12G145	900.00	
			10/19 FR 05:23P 30 OFA12G145	900.00	
			10/23 TU 05:12P 30 OFA12Z151	900.00	
			10/24 WE 05:14P 30 OFA12G145	900.00	
			10/25 TH 05:24P 30 OFA12G182	900.00	
			10/26 FR 05:14P 30 OFA12G182	900.00	
			*WFLA :30 Commercial		
			10/02 TU 05:54A 30 OFA12P130	470.00	
			10/03 WE 05:51A 30 OFA12A133	470.00	
			10/04 TH 05:58A 30 OFA12A133	470.00	
M-F 530p News	900.00	96 16	10/05 FR 05:51A 30 OFA12A133	470.00	
			10/09 TU 05:41A 30 OFA12Z141	470.00	
			10/10 WE 05:57A 30 OFA12A125	470.00	
			10/12 FR 05:40A 30 OFA12A125	470.00	
			10/16 TU 05:57A 30 OFA12P143	470.00	
			10/17 WE 05:57A 30 OFA12Z151	470.00	
			10/18 TH 05:51A 30 OFA12Z151	470.00	
			10/19 FR 05:59A 30 OFA12Z151	470.00	
			10/23 TU 05:52A 30 OFA12Z151	470.00	
			10/24 WE 05:41A 30 OFA12Z151	470.00	
			10/25 TH 05:59A 30 OFA12G182	470.00	
			10/26 FR 05:57A 30 OFA12G182	470.00	
			*WFLA :30 Commercial		
			10/02 TU 05:40P 30 OFA12P130	800.00	
			10/03 WE 05:37P 30 OFA12A133	900.00	
			*** Continued ***		

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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38634  
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Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Barack Obama/ D/ President  
PROD: Obama For America

2012 WFLA I SS  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220 PAGE BROADCAST MONTH 7 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6p News	1200.00	97 8	10/04 TH 05:45P 30 DFA12A133	900.00	
			10/05 FR 05:56P 30 DFA12A133	900.00	
			10/09 TU 05:44P 30 DFA12A138	900.00	
			10/10 WE 05:57P 30 DFA12A125	900.00	
			10/11 TH 05:46P 30 DFA12P143	900.00	
			10/12 FR 05:40P 30 DFA12A125	900.00	
			10/16 TU 05:40P 30 DFA12A125	900.00	
			10/17 WE 05:46P 30 DFA12Z151	900.00	
			10/18 TH 05:58P 30 DFA12Z151	900.00	
			10/19 FR 05:44P 30 DFA12Z151	900.00	
			10/23 TU 05:45P 30 DFA12G145	900.00	
			10/24 WE 05:44P 30 DFA12Z151	900.00	
M-F 6a News	700.00	98 4	10/25 TH 05:46P 30 DFA12G182	900.00	
			10/26 FR 05:52P 30 DFA12G182	900.00	
			*WFLA :30 Commercial		
			10/02 TU 06:15P 30 DFA12P130	1200.00	
			10/03 WE 06:12P 30 DFA12P130	1200.00	
			10/04 TH 06:12P 30 DFA12A133	1200.00	
			10/05 FR 06:28P 30 DFA12A133	1200.00	
			10/09 TU 06:15P 30 DFA12Z141	1200.00	
			10/10 WE 06:23P 30 DFA12P143	1200.00	
			10/11 TH 06:22P 30 DFA12P143	1200.00	
			10/12 FR 06:16P 30 DFA12A125	1200.00	
			*WFLA :30 Commercial		
M-F 630p ET / 530p CT N8C Nigh	5000.00	99 12	10/02 TU 06:42A 30 DFA12P130	700.00	
			10/05 FR 06:21A 30 DFA12A138	700.00	
			10/09 TU 06:13A 30 DFA12A138	700.00	
			10/10 WE 06:43A 30 DFA12P143	700.00	
			*WFLA :30 Commercial		
			10/02 TU 06:52P 30 DFA12P130	5000.00	
			10/03 WE 06:38P 30 DFA12P130	5000.00	
			10/04 TH 07:00P 30 DFA12A133	5000.00	
			10/05 FR 06:44P 30 DFA12A138	5000.00	
			10/09 TU 07:00P 30 DFA12A138	5000.00	
			10/10 WE 06:59P 30 DFA12A125	5000.00	
			10/11 TH 06:51P 30 DFA12A125	5000.00	
M-F 7p News	1000.00	100 8	10/12 FR 07:00P 30 DFA12A125	5000.00	
			10/23 TU 06:46P 30 DFA12Z151	5000.00	
			10/23 TU 07:00P 30 DFA12G145	5000.00	
			10/24 WE 06:46P 30 DFA12G145	5000.00	
			10/26 FR 06:52P 30 DFA12G182	5000.00	
			*WFLA :30 Commercial		
			10/02 TU 07:09P 30 DFA12P130	1000.00	
			10/03 WE 07:14P 30 DFA12A133	1000.00	
			10/04 TH 07:12P 30 DFA12A133	1000.00	
			10/05 FR 07:26P 30 DFA12A138	1000.00	
			10/09 TU 07:09P 30 DFA12A138	1000.00	
			*** Continued ***		

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120904026  
WFLA  
INVOICE NUMBER 0100033220  
PAGE 8  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE		PRICE		RT/SS# PER		DATE DAY TIME		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION								LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 7a Today Show	900.00	101	12	10/10	WE	07:25P	30	OFA12P143		1000.00	
				10/11	TH	07:15P	30	OFA12P143		1000.00	
				10/12	FR	07:23P	30	OFA12P143		1000.00	
				*WFLA							:30 Commercial
				10/02	TU	07:59A	30	OFA12P130		900.00	
				10/03	WE	07:26A	30	OFA12A133		900.00	
				10/04	TH	07:23A	30	OFA12A133		900.00	
				10/05	FR	08:41A	30	OFA12A138		900.00	
				10/09	TU	08:57A	30	OFA12Z141		900.00	
				10/10	WE	08:57A	30	OFA12P143		900.00	
				10/11	TH	08:34A	30	OFA12A125		900.00	
				10/12	FR	08:57A	30	OFA12P143		900.00	
M-F 730p Entertainment Tonight	1000.00	102	8	10/23	TU	07:24A	30	OFA12Z151		900.00	
				10/24	WE	07:28A	30	OFA12Z151		900.00	
				10/25	TH	08:26A	30	OFA12G172		900.00	
				10/26	FR	08:34A	30	OFA12G182		900.00	
				*WFLA							:30 Commercial
				10/02	TU	07:45P	30	OFA12P130		1000.00	
				10/03	WE	07:54P	30	OFA12A133		1000.00	
				10/04	TH	07:45P	30	OFA12A133		1000.00	
				10/05	FR	07:46P	30	OFA12A133		1000.00	
				10/09	TU	07:55P	30	OFA12Z141		1000.00	
				10/10	WE	07:46P	30	OFA12A125		1000.00	
				10/11	TH	07:54P	30	OFA12P143		1000.00	
M-F 9a Today Show II	550.00	103	8	10/12	FR	07:39P	30	OFA12A125		1000.00	
				*WFLA							:30 Commercial
				10/02	TU	09:29A	30	OFA12P130		550.00	
				10/03	WE	09:38A	30	OFA12P130		550.00	
				10/04	TH	09:29A	30	OFA12A133		550.00	
				10/05	FR	09:57A	30	OFA12A138		550.00	
				10/09	TU	09:48A	30	OFA12A138		550.00	
				10/10	WE	09:27A	30	OFA12A125		550.00	
				10/11	TH	09:51A	30	OFA12P143		550.00	
				10/12	FR	09:29A	30	OFA12P143		550.00	
Fri 8-9p ET / 7-8p CT Whitney	3400.00	104	2	10/05	FR		30			.00	Preempt Program Change
				10/19	FR		30			.00	Preempt Program Change
Fri 9p ET / 8p CT Grimm	3400.00	105	1	10/12	FR	09:20P	30	OFA12A125		3400.00	
				*WFLA							:30 Commercial
Mon 10p ET / 9p CT Revolution	3600.00	106	1	10/08	MO	10:59P	30	OFA12A138		3600.00	
				*WFLA							:30 Commercial
Mon 8-10p ET / 7-9p CT Voice	9000.00	107	2	10/08	MO	07:59P	30	OFA12Z140		9000.00	
				*** Continued ***							

PERIOD COST		637,020.00	463 Total Units			Debits .00	
			ACTUAL GROSS BILLING		579,145.00	SUB-TOTALS Credits 57,875.00-	
			AGENCY COMMISSION		86,871.75	TOTAL RECONCILING 57,875.00CR	
			NET DUE		492,273.25		

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2012  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220  
PAGE 9  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
Mon 8p ET / 7p CT The Voice	9000.00	108 1	10/15	MO	07:59P	30	OFA12P143	9000.00
					*WFLA		:30 Commercial	
Sat 1130p ET / 1030p CT Saturd	1200.00	109 4	10/22	MO	08:21P	30	OFA12G145	9000.00
					*WFLA		:30 Commercial	
			10/06	SA	12:50A	30	OFA12A133	1200.00
			10/13	SA	12:29A	30	OFA12P143	1200.00
			10/20	SA	12:47A	30	OFA12G145	1200.00
			10/27	SA	12:31A	30	OFA12G182	1200.00
Sat 12p News	150.00	110 4			*WFLA		:30 Commercial	
			10/06	SA	12:12P	30	OFA12A138	150.00
			10/13	SA	12:27P	30	OFA12A125	150.00
			10/20	SA	12:42P	30	OFA12G145	150.00
			10/27	SA	12:14P	30	OFA12G182	150.00
Sat 6p News	700.00	111 2			*WFLA		:30 Commercial	
			10/06	SA	06:12P	30	OFA12A133	700.00
			10/27	SA	06:27P	30	OFA12G182	700.00
Sat 630p ET / 530p CT NBC Nigh	5000.00	112 2			*WFLA		:30 Commercial	
			10/06	SA	06:45P	30	OFA12A138	5000.00
			10/27	SA	06:59P	30	OFA12G182	5000.00
Sat 7p Entertainment Tonight	650.00	113 3			*WFLA		:30 Commercial	
			10/13	SA	07:37P	30	OFA12P143	650.00
			10/20	SA	07:37P	30	OFA12G145	650.00
			10/27	SA	07:37P	30	OFA12G182	650.00
Sat 7a Today Show	500.00	114 8			*WFLA		:30 Commercial	
			10/06	SA	07:24A	30	OFA12A138	500.00
			10/06	SA	07:59A	30	OFA12A133	500.00
			10/13	SA	07:59A	30	OFA12A125	500.00
			10/13	SA	08:58A	30	OFA12A125	500.00
			10/20	SA	08:21A	30	OFA12Z151	500.00
			10/20	SA	08:56A	30	OFA12G145	500.00
			10/27	SA	07:28A	30	OFA12G182	500.00
			10/27	SA	08:29A	30	OFA12G172	500.00
Sat 9a News	300.00	115 4			*WFLA		:30 Commercial	
			10/06	SA	09:13A	30	OFA12A133	300.00
			10/13	SA	09:42A	30	OFA12P143	300.00
			10/20	SA	09:41A	30	OFA12G145	300.00
			10/27	SA	09:13A	30	OFA12G182	300.00
Sun 12p News	150.00	117 4			*WFLA		:30 Commercial	
			10/07	SU	12:52P	30	OFA12Z140	150.00
			10/14	SU	12:29P	30	OFA12P143	150.00
			10/21	SU	12:23P	30	OFA12Z151	150.00
			10/28	SU	12:51P	30	OFA12G182	150.00
Sun 6p News	750.00	118 4			*WFLA		:30 Commercial	
			10/07	SU	06:21P	30	OFA12A138	750.00
			10/14	SU	06:21P	30	OFA12A125	750.00
			10/21	SU	05:59P	30	OFA12G145	750.00
			10/28	SU	06:23P	30	OFA12G182	750.00

\*\*\* Continued \*\*\*

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ D/ President  
PROD: Obama For America

2012 WFLA I SS  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER PAGE BROADCAST MONTH  
0100033220 10 10/01/2012 - 10/2  
SCHEDULE DATES  
10/01/12-11/11/12  
Standard Broadcast Month  
TERMS. NET 30 DAYS

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
Sun 630p ET / 530p CT N8C Nigh									
	5000.00	119	4	10/07	SU	06:46P	30	OFA12Z140	5000.00
				10/14	SU	06:47P	30	OFA12A125	5000.00
				10/21	SU	06:59P	30	OFA12G145	5000.00
				10/28	SU	06:46P	30	OFA12G182	5000.00
Sun 7p ET / 6p CT Football Nig									
	3400.00	120	2	10/07	SU	07:08P	30	OFA12A138	3400.00
				10/14	SU	07:08P	30	OFA12P143	3400.00
Sun 8a Today Show									
	500.00	121	2	10/07	SU	09:00A	30	OFA12Z140	500.00
				10/14	SU	08:53A	30	OFA12P143	500.00
Sun 815p ET / 715p CT N8C Sund									
	10000.00	122	3	10/07	SU	11:39P	30	OFA12A138	10000.00
				10/14	SU	11:42P	30	OFA12P143	10000.00
				10/28	SU	11:35P	30	OFA12G182	10000.00
Sun 9a News									
	300.00	123	4	10/07	SU	09:59A	30	OFA12A138	300.00
				10/14	SU	09:41A	30	OFA12P143	300.00
				10/21	SU	09:22A	30	OFA12Z151	300.00
				10/28	SU	09:43A	30	OFA12G182	300.00
M-Su 11p News									
	1250.00	124	16	10/02	TU	11:25P	30	OFA12P130	1250.00
				10/03	WE	11:11P	30	OFA12P130	1250.00
				10/04	TH	11:30P	30	OFA12A133	1250.00
				10/06	SA	11:09P	30	OFA12A138	1250.00
				10/09	TU	11:30P	30	OFA12A138	1250.00
				10/10	WE	11:34P	30	OFA12P143	1250.00
				10/11	TH	11:13P	30	OFA12P143	1250.00
				10/12	FR	11:13P	30	OFA12P143	1250.00
				10/16	TU	11:25P	30	OFA12A125	1250.00
				10/17	WE	11:33P	30	OFA12Z151	1250.00
				10/18	TH	11:33P	30	OFA12Z151	1250.00
				10/20	SA	11:10P	30	OFA12Z151	1250.00
				10/24	WE	11:31P	30	OFA12G145	1250.00
				10/25	TH	11:12P	30	OFA12G182	1250.00
				10/26	FR	11:22P	30	OFA12G182	1250.00
				10/27	SA	11:13P	30	OFA12G182	1250.00
Tue 10p ET / 9p CT Parenthood									
	3600.00	125	2	10/02	TU	11:00P	30	OFA12P130	3600.00
				10/23	TU	10:11P	30	OFA12G145	3600.00
Tue 8p ET / 7p CT Voice									

\*\*\* Continued \*\*\*

PERIOD COST	637,020.00	463 Total Units		Debits	.00
		ACTUAL GROSS BILLING	579,145.00	Credits	57,875.00-
		AGENCY COMMISSION	86,871.75	TOTAL RECONCILING	57,875.00CR
		NET DUE	492,273.25		

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INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON OC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220 PAGE 11 BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 95 /101 /1537  
Oesc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	9000.00	126 2	10/02	TU	07:59P	30	OFA12P130	9000.00	
			10/16	TU	08:43P	30	OFA12P143	9000.00	
Wed 10p ET / 9p CT Chicago Fire					*WFLA	:30 Commercial			
	3600.00	127 1	10/10	WE	10:16P	30	OFA12A125	3600.00	
Wed 9p ET / 8p CT Law & Order					*WFLA	:30 Commercial			
	3600.00	128 1	10/10	WE	09:19P	30	OFA12A125	3600.00	
M-F 10a News					*WFLA	:30 Commercial			
	160.00	129 3	10/08	MO	10:28A	30	OFA12A138	160.00	
			10/15	MO	10:25A	30	OFA12P143	160.00	
			10/22	MO	10:17A	30	OFA12G145	160.00	
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30 Commercial			
	650.00	130 3	10/08	MO	12:10A	30	OFA12Z140	650.00	
			10/15	MO	12:30A	30	OFA12A125	650.00	
			10/22	MO	12:10A	30	OFA12G145	650.00	
M-F 11a Daytime					*WFLA	:30 Commercial			
	160.00	131 3	10/08	MO	11:13A	30	OFA12Z140	160.00	
			10/15	MO	11:49A	30	OFA12A125	160.00	
			10/22	MO	11:47A	30	OFA12G145	160.00	
M-F 12p Today Show III					*WFLA	:30 Commercial			
	200.00	132 2	10/08	MO	12:29P	30	OFA12A138	200.00	
			10/15	MO	12:29P	30	OFA12P143	200.00	
M-F 2p Rachael Ray					*WFLA	:30 Commercial			
	250.00	133 3	10/08	MO	02:59P	30	OFA12Z140	250.00	
			10/15	MO	02:24P	30	OFA12P143	250.00	
			10/22	MO	02:33P	30	OFA12Z151	250.00	
M-F 3p Doctors					*WFLA	:30 Commercial			
	450.00	134 3	10/08	MO	03:24P	30	OFA12A138	450.00	
			10/15	MO	03:21P	30	OFA12P143	450.00	
			10/22	MO	03:20P	30	OFA12G145	450.00	
M-F 4p Dr Oz					*WFLA	:30 Commercial			
	600.00	135 3	10/08	MO	04:55P	30	OFA12A138	600.00	
			10/15	MO	04:55P	30	OFA12P143	600.00	
			10/22	MO	04:20P	30	OFA12Z151	600.00	
M-F 5a News					*WFLA	:30 Commercial			
	150.00	136 3	10/08	MO	05:21A	30	OFA12Z140	150.00	
			10/15	MO	05:21A	30	OFA12P143	150.00	
			10/22	MO	05:22A	30	OFA12Z151	150.00	
M-F 5p News					*WFLA	:30 Commercial			
	900.00	137 3	10/08	MO	05:14P	30	OFA12Z140	900.00	
			10/15	MO	05:28P	30	OFA12A125	900.00	
			10/22	MO	05:28P	30	OFA12G145	900.00	
M-F 530a News					*WFLA	:30 Commercial			
	470.00	138 3	10/08	MO	05:44A	30	OFA12A138	470.00	
			10/15	MO	05:41A	30	OFA12A125	470.00	
			10/22	MO	05:51A	30	OFA12G145	470.00	
M-F 530p News					*WFLA	:30 Commercial			
	900.00	139 3	10/08	MO	05:58P	30	OFA12A138	900.00	
*** Continued ***									

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

Debits .00  
Credits 57,875.00-  
SUB-TOTALS 57,875.00CR  
TOTAL RECONCILING

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INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220  
PAGE 12  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
			10/15	MO	05:57P	30	OFA12P143		900.00
			10/22	MO	05:40P	30	OFA12Z151		900.00
M-F 6p News	1200.00	140 2	10/08	MO	06:27P	30	OFA12Z140		1200.00
			10/15	MO	06:28P	30	OFA12A125		1200.00
M-F 6a News	900.00	141 1	10/08	MO		30		:30 Commercial	
									.00
M-F 630p ET / 530p CT N8C Nigh	5000.00	142 3	10/08	MO	07:00P	30	OFA12A138		5000.00
			10/15	MO	07:00P	30	OFA12P143		5000.00
			10/22	MO	06:49P	30	OFA12G145		5000.00
M-F 7p News	1000.00	143 2	10/08	MO	07:23P	30	OFA12A138		1000.00
			10/15	MO	07:15P	30	OFA12A125		1000.00
M-F 7a Today Show	900.00	144 3	10/08	MO	08:34A	30	OFA12Z140		900.00
			10/15	MO	08:45A	30	OFA12P143		900.00
			10/22	MO	08:45A	30	OFA12Z151		900.00
M-F 730p Entertainment Tonight	1000.00	145 2	10/08	MO	07:55P	30	OFA12A138		1000.00
			10/15	MO	07:45P	30	OFA12A125		1000.00
M-F 9a Today Show II	550.00	146 2	10/08	MO	09:50A	30	OFA12A138		550.00
			10/15	MO	09:57A	30	OFA12P143		550.00
M-Su 11p News	1250.00	147 3	10/08	MO	11:29P	30	OFA12A138		1250.00
			10/15	MO	11:22P	30	OFA12P143		1250.00
			10/22	MO	11:31P	30	OFA12Z151		1250.00
Sun 10a Meet The Press	1400.00	153 2	10/07	SU		30		:30 Commercial	
									.00
Tue 8p ET / 7p CT Voice	4500.00	154 1	10/09	TU	07:59P	30	OFA12A138		4500.00
Wed 8-9p ET / 7-8p CT Animal P	3400.00	155 2	10/10	WE	07:59P	30	OFA12A125		3400.00
			10/10	WE	08:18P	30	OFA12P143		3400.00
Sat 8p ET / 7p CT Revolution	1200.00	156 2	10/13	SA	08:42P	30	OFA12P143		1200.00
			10/20	SA	08:45P	30	OFA12Z151		1200.00
Sat 9p ET / 8p CT Chicago Fire	1300.00	157 1	10/13	SA	09:17P	30	OFA12A125		1300.00
Thu 8-9p ET / 7-8p CT 30 Rock	2940.00	158 2	10/11	TH	08:21P	30	OFA12A125		2940.00
			10/18	TH	08:51P	30	OFA12G145		2940.00
Fri 8p ET / 7p CT Grimm								:30 Commercial	

\*\*\* Continued \*\*\*

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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# WFLA-TV

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## INVOICE / AFFIDAVIT

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Suite 800  
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ADV: Barack Obama/ O/ President  
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2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E: 120904026  
WFLA  
INVOICE NUMBER 0100033220  
PAGE 13  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	3400.00	159 1	10/12	FR		30	.00	Preempt Program Change	3400.00-
Fri 10p ET / 9p CT Dateline N8					*WFLA	:30 Commercial			
3000.00	160 1	10/12	FR	10:31P	30	DFA12A125	3000.00		
Wed 9p ET / 8p CT Law & Order					*WFLA	:30 Commercial			
3600.00	161 1	10/17	WE	09:16P	30	DFA12Z151	3600.00		
Thu 9-10p ET / 8-9p CT Office					*WFLA	:30 Commercial			
4800.00	162 1	10/18	TH	09:20P	30	DFA12Z151	4800.00		
Thu 10p ET / 9p CT Rock Center					*WFLA	:30 Commercial			
3200.00	163 1	10/18	TH	10:42P	30	DFA12G145	3200.00		
Sun 8a Today Show					*WFLA	:30 Commercial			
1100.00	164 1	10/14	SU	08:28A	30	DFA12P143	1100.00		
M-F 530a News					*WFLA	:30 Commercial			
470.00	165 1	10/12	FR	05:54A	30	DFA12P143	470.00		
Fri 8p ET / 7p CT The Voice					*WFLA	:30 Commercial			
3400.00	166 1	10/12	FR	08:46P	30	DFA12P143	3400.00		
Fri 8p ET / 7p CT Grimm					*WFLA	:30 Commercial			
3400.00	167 1	10/19	FR	08:39P	30	DFA12G145	3400.00		
M-F 7a Today Show					*WFLA	:30 Commercial			
900.00	168 4	10/16	TU	07:26A	30	DFA12A125	900.00		
		10/17	WE	07:56A	30	DFA12Z151	900.00		
		10/18	TH	07:29A	30	DFA12Z151	900.00		
		10/19	FR	08:56A	30	DFA12G145	900.00		
M-F 12p Today Show III					*WFLA	:30 Commercial			
380.00	169 4	10/16	TU	12:29P	30	DFA12A125	380.00		
		10/17	WE	12:50P	30	DFA12Z151	380.00		
		10/18	TH	12:27P	30	DFA12Z151	380.00		
		10/19	FR	12:27P	30	DFA12G145	380.00		
M-F 6p News					*WFLA	:30 Commercial			
2250.00	170 4	10/16	TU	06:22P	30	DFA12P143	2250.00		
		10/16	TU	06:29P	30	DFA12A125	2250.00		
		10/18	TH	06:13P	30	DFA12G145	2250.00		
		10/19	FR	06:13P	30	DFA12Z151	2250.00		
M-F 6a News					*WFLA	:30 Commercial			
1450.00	171 2	10/16	TU	06:11A	30	DFA12P143	1450.00		
		10/19	FR	06:30A	30	DFA12G145	1450.00		
M-F 7p News					*WFLA	:30 Commercial			
2000.00	172 4	10/16	TU	07:25P	30	DFA12P143	2000.00		
		10/17	WE	07:13P	30	DFA12Z151	2000.00		
		10/18	TH	07:10P	30	DFA12Z151	2000.00		
		10/18	TH	07:12P	30	DFA12G145	2000.00		
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
2000.00	173 4	10/16	TU	07:45P	30	DFA12A125	2000.00		
		10/16	TU	07:54P	30	DFA12P143	2000.00		
		10/19	FR	07:40P	30	DFA12G145	2000.00		
		10/19	FR	07:45P	30	DFA12G145	2000.00		
*** Continued ***									

\*\*\* Continued \*\*\*

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Barack Obama/ O/ President  
PROD: Obama For America

2012  
INVOICE DATE 10/28/12 E:120904026  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033220  
PAGE 14  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 9a Today Show II						*WFLA			
1040.00	174	4		10/16	TU	09:29A	30	OFA12P143	:30 Commercial 1040.00
				10/17	WE	09:51A	30	OFA12Z151	1040.00
				10/18	TH	09:56A	30	OFA12G145	1040.00
				10/19	FR	09:59A	30	OFA12G145	1040.00
Sun 10a Meet The Press						*WFLA			
5000.00	175	1		10/21	SU	10:47A	30	OFA12G145	:30 Commercial 5000.00
Sun 7p ET / 6p CT Football Nig						*WFLA			
7000.00	176	1		10/21	SU	07:18P	30	OFA12G145	:30 Commercial 7000.00
Sun 8a Today Show						*WFLA			
1100.00	177	1		10/21	SU	08:49A	30	OFA12G145	:30 Commercial 1100.00
Wed 10p ET / 9p CT Chicago Fir						*WFLA			
7200.00	178	1		10/17	WE	10:30P	30	OFA12Z151	:30 Commercial 7200.00
M-F 12p Today Show III						*WFLA			
380.00	179	1		10/22	MO	12:29P	30	OFA12Z151	:30 Commercial 380.00
M-F 6p News						*WFLA			
2250.00	180	1		10/22	MO	06:23P	30	OFA12Z151	:30 Commercial 2250.00
M-F 6a News						*WFLA			
1450.00	181	1		10/22	MO	06:42A	30	OFA12G145	:30 Commercial 1450.00
M-F 7p News						*WFLA			
2000.00	182	1		10/22	MO	07:10P	30	OFA12Z151	:30 Commercial 2000.00
M-F 730p Entertainment Tonight						*WFLA			
2000.00	183	1		10/22	MO	07:46P	30	OFA12G145	:30 Commercial 2000.00
M-F 9a Today Show II						*WFLA			
1040.00	184	1		10/22	MO	09:27A	30	OFA12G145	:30 Commercial 1040.00
Sat 9p ET / 8p CT Chicago Fire						*WFLA			
1300.00	185	1		10/20	SA	09:43P	30	OFA12G145	:30 Commercial 1300.00
Sat 10p ET / 9p CT Law & Order						*WFLA			
1400.00	186	1		10/20	SA	10:31P	30	OFA12G145	:30 Commercial 1400.00
Tue 10p ET / 9p CT Parenthood						*WFLA			
3600.00	188	1		10/23	TU	10:30P	30	OFA12Z151	:30 Commercial 3600.00
M-F 12p Today Show III						*WFLA			
380.00	189	4		10/23	TU	12:29P	30	OFA12Z151	:30 Commercial 380.00
				10/24	WE	12:29P	30	OFA12G145	380.00
				10/25	TH	12:29P	30	OFA12G182	380.00
				10/26	FR	12:26P	30	OFA12G182	380.00
M-F 6p News						*WFLA			
2250.00	190	4		10/23	TU	06:29P	30	OFA12G145	:30 Commercial 2250.00
				10/24	WE	06:23P	30	OFA12G145	2250.00
				10/25	TH	06:25P	30	OFA12G182	2250.00
				10/26	FR	06:24P	30	OFA12G182	2250.00
M-F 6a News						*WFLA			
1450.00	191	2		10/24	WE	06:27A	30	OFA12G145	:30 Commercial 1450.00
				10/25	TH	06:09A	30	OFA12G182	1450.00
M-F 7p News						*WFLA			
2000.00	192	4		10/23	TU	07:25P	30	OFA12Z151	:30 Commercial 2000.00
				10/24	WE	07:15P	30	OFA12Z151	2000.00
*** Continued ***									

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
NET DUE 492,273.25

SUB-TOTALS Debits .00  
Credits 57,875.00-  
TOTAL RECONCILING 57,875.00CR

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SCHEDULE DATES 10/01/12-11/11/12  
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TERMS: NET 30 DAYS.

REF#: 95 /101 /1537  
Desc: 06296388

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 730p Entertainment Tonight	2000.00	193 4	10/25 TH 07:10P	30 OFA12G182	2000.00
			10/26 FR 07:10P	30 OFA12G182	2000.00
			10/23 TU 07:52P	30 OFA12G145	2000.00
			10/24 WE 07:55P	30 OFA12G145	2000.00
			10/25 TH 07:55P	30 OFA12G182	2000.00
M-F 9a Today Show II	1040.00	194 4	10/26 FR 07:46P	30 OFA12G182	2000.00
			10/23 TU 09:29A	30 OFA12G145	1040.00
			10/24 WE 09:57A	30 OFA12G145	1040.00
			10/25 TH 09:59A	30 OFA12G182	1040.00
			10/26 FR 09:50A	30 OFA12G172	1040.00
Fri 9p ET / 8p CT Grimm	7000.00	195 1	10/26 FR 09:16P	30 OFA12G172	7000.00
Sun 10a Meet The Press	5000.00	197 1	10/28 SU 10:45A	30 OFA12G182	5000.00
Sun 7p ET / 6p CT Football Night	7000.00	198 1	10/28 SU 07:08P	30 OFA12G182	7000.00
Sun 8a Today Show	1100.00	199 1	10/28 SU 09:00A	30 OFA12G182	1100.00
Wed 9p ET / 8p CT Law & Order	7500.00	200 1	10/24 WE 09:41P	30 OFA12Z151	7500.00
Total Airtime Gross Spot Revenue:			579,145.00		

PERIOD COST 637,020.00

463 Total Units  
ACTUAL GROSS BILLING 579,145.00  
AGENCY COMMISSION 86,871.75  
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